



CREATIVE
KERNOW

Tender Brief for the appointment of an App Developer to create the What's On App for Cornwall 365

October 2023

This project is funded by the UK Government through the UK Shared Prosperity Fund. Cornwall Council has been chosen by Government as a Lead Authority for the fund and is responsible for monitoring the progress of projects funded through the UK Shared Prosperity Fund in Cornwall and the Isles of Scilly.



1.0 OVERVIEW

We are a creative consultancy which promotes Cornwall as a year-round, sustainable cultural destination. We are part of [Creative Kernow](#), a charity that is one of Cornwall's key creative industries organisations, and a member of [CLASH](#).

Since 2014, we have built a network of over 1,000 businesses from the creative and tourism sectors who work together to spread the word about Cornwall's distinctive cultural offer to visitors and residents alike. From our language to contemporary art, from festivals to food, we have our fingers on the pulse of the rich events scene in Cornwall and are expert cheerleaders for venues, creative producers and communities.

Our skills and network-building activity works in partnership with our listing and events platform [Cornwall 365 What's On](#), providing free and cost-effective ways to reach new audiences. We are experts in marketing and promoting events and experiences in Cornwall.

In 2021 we created a prototype of a data collection and analysis platform called [In the Loop](#), funded by SWCTN. The aim of this prototype is to discover what people like to do in Cornwall, how they feel about these events, to build a robust and comparable data set covering both the whole of Cornwall and a huge variety of events, experiences and attractions.

In August 2023 we launched the Cornwall 365 Box Office which provides a ticketing services for event producers and venues of all sizes.

We want to broaden our reach with an innovative digital solution, an app that seamlessly blends discovering events, booking a ticket, and travel information. Through the App we will enable visitors and locals to discover exciting events on their doorstep, as well as further afield across Cornwall and the Isles of Scilly.

2.0 THE PROJECT

2.1 The Client

The Client for this project is Cornwall 365 (Cornwall Arts Marketing), a wholly owned subsidiary of the charity group [Creative Kernow](#), the creative and cultural sector support organisation for Cornwall. Creative Kernow is a registered charity and a company limited by guarantee.

Our registered address is Krowji, West Park, Redruth, TR15 3GE and the primary contact is the Product Manager Sarah McAndrew – sarah@cornwall365.org.uk

2.2 Scope of Works

Cornwall has 4.5 million staying visitors per year (Visit Cornwall), and 49% of those visitors are motivated to come to Cornwall because of events and festivals (Falmouth BID). It is big attractions (Eden, Lands End) and events (such as Boardmasters, Falmouth Week) that dominate this events space. It is much harder for the smaller venues, cultural events, or community led experiences to cut through this noise. The distinctive events that make Cornwall unique are much harder to find and navigate.

Once visitors have managed to identify the events they'd like to attend, there is the difficulty of working out how to get there. Our rural communities make using public transport difficult, and events are often taking places in out of the way spaces.

For the tourism and creative industries we have disparate data, with different sectors collecting different information. This makes it difficult, if not impossible, to accurately build a picture about what people like to do in Cornwall, how they feel about these experiences, and where the cold spots are for both activity and engagement.

Our outcomes are:

- Extend the season by attracting visitors in shoulder months and through the Winter with the huge range of activities that happen across the year.
- Show local audiences the events on their doorstep, enabling them to feel part of their communities and engender pride of place.
- Increase footfall and engagement in less visited locations, such as those inland or without a flagship venue.
- Shine a light on Cornwall's cultural distinctiveness through events that interact with our intangible cultural heritage such as festivals and Feast days.

We wish to commission an App Developer to create the What's On App. The App will encompass the following activity:

Discover > Book > Feed Back

Discover will utilise our API events feed, pulling through all of the events listed on Cornwall365.com into the app.

Through Book we will integrate a box office system to enable users to easily book a ticket, or connect users to other box offices or ticket platforms through direct booking links.

Feedback will enable us to further develop our In the Loop platform, providing a space for customers to feedback about their experience at venues.

On top of this foundation activity we will layer and integrate the following services:

Get Me There

We will partner with travel organisations to include public transport information, road travel, cycling, and on foot routes to present a range of travel options to the user.

At Home

We will partner with Screen Cornwall to bring Cornish film and audio content to the app for an At Home experience. This content will showcase a different side to Cornwall, encouraging visitors to explore the locations seen in the films (there will be pop ups to encourage this) and enable locals to see their experience of Cornwall reflected back to them. We will also run a series of micro-commissions to create film and audience content designed to be enjoyed on the app.

Push Notifications and Geolocation

We want to test the use of geolocation and push notifications. This will enable us to offer users information tailored to their location. This could include time limited discounts or targeted campaigns.

Maps

We will display events content on maps to make it easy for users to explore and stay longer in a location when attending an event.

Accessibility

The app will have capabilities to filter the events through different criteria, e.g. flat access, audio descriptions, quiet time visits. This will ensure visitors and locals can easily plan a visit that best suits their needs, removing one of the barriers to participation.

Cornish Language

We will test and implement different ways of using Cornish, including dual language elements and recorded Cornish content.

Find a Friend/ Social Media Type Features

We will pilot a feature to enable individuals to have the option of meeting up with another solo attendee. This has the potential to have a positive effect on mental health and make it easier for people to participate in events and cultural activities.

2.4 Timescale

The App will launch in August 2024.

2.5 Our Budget

Developer Fee - £50,000 (inc VAT)

There is a budget of £10,000 for design work to align the What's On website with the app through our current web designers Venn Creative.

There is a budget of £10,000 for a UX researcher we are recruiting to provide feedback on the app at various stages of development.

There is a budget of £19,000 for data collection from the What's On app through our existing project 'In the Loop' managed by Controlled Frenzy.

3.0 THE COMMISSION

3.1 General Objectives

App Design

As a minimum, the App Developer should provide designs for:

- iOS: Include designs for various screens, wireframes, user flows, and iconography.
- Android: Provide corresponding designs adhering to Android's design guidelines.

App Development

The App Developers should create a functional app with an intuitive interface, focusing on:

- Issue Resolution: Address any bugs, crashes or issues promptly.
- Compliance: Ensure the app adheres to platform guidelines and legal regulations.
- Enhancements: Focus on user-centric improvements and ensure the app's sustainability, particularly in terms of performance efficiency and data usage. Assess the app's accessibility to ensure it caters to a wide range of users, considering different abilities and demographics.

App Launch and Ongoing Maintenance/ Updates

Work with C365 to agree the Stages of the app's development identified above and manage the delivery the app to the app stores.

Delivery will include advising on how the app is to be launched to achieve best value, working with us to create a maintenance and update plan that fits with our ongoing funding capacity.

The app launch must be completed by August 2024.

Stakeholder Engagement

During the design and development of the app an external UX researcher will be appointed by Cornwall365 to carry out consultation with event attendees, current and prospective clients to identify their needs with a focus on the design of the UI/UX app, personalisation of event feeds, social aspects and accessibility. We would want the successful applicant for this tender to play a role in the consultation process, for example by means of presentations of developments for the purpose of shared learning between stakeholders at regular intervals, and attendance at these user feedback sessions arranged by us should be allowed for in your budget.

Preferred formats for the Client's electronic document copies are:

- Reports: MS Word (.docx) or MS Excel (.xlsx) or Portable Document file (.pdf)
- Programmes: Trello and PDF
- Drawings: PDF

3.2 Project Management Structure

Cornwall 365 (Cornwall Arts Marketing) is the contracting body for the work. The Project Board, which includes the Cornwall 365 Director, Creative Kernow CEO, industry representatives, and a representative from Cornwall Council, will meet regularly throughout the contract period to review progress with the Project Manager.

Other individuals contracted to the project are:

Product Manager (Sarah McAndrew)

Project Administrator (Florence Cashel)

Creative Technologist for In the Loop (Controlled Frenzy)

Designers (Venn Creative)
At Home Content Producers (Screen Cornwall)
UX Consultant (TBC)

The day-to-day contact for the project will be the Product Manager, Sarah McAndrew.

3.3 Basis of Appointments

We propose that the App Developers lead on the creation of the What's On App, working with all of our Partners, overseen by our Product Manager.

Delivery of the works must comply with our Creative Kernow procurement policy and the Good Growth guidelines.

3.4 Fee Payment

Phased (tba) through the project.

4.0 THE TENDER

4.1 Conditions of Tender

Applicants are asked to confirm that they intend to bid by sending an email to sarah@cornwall365.org.uk

If any points in the tender documents are considered unclear, please address your queries by email to the same address.

Your query will be responded to, but it shall not be construed in a way that adds to, modifies or takes away from the meaning and intent of the contract and/or the obligations and liabilities of the contract.

Requests for clarification should be submitted in writing, with sufficient time to allow a response and be at least five working days before the final date for submission of Tenders. All such queries will be responded by blind copied e-mail to all Tenderers.

TELEPHONE ENQUIRIES WILL NOT BE ACCEPTED.

During the tender period, Cornwall 365 may issue Tender Amendments to clarify, modify or add to the Tender Document. A copy of each Tender Amendment will be issued to everyone who has notified their interest in being a Tenderer and shall become part of the Tender Document. No addition or alteration shall be made to the Tender Document unless it is the subject of a Tender Amendment.

If you have expressed an interest in tendering but then decide not to submit, please notify us by email and if possible say why you are withdrawing.

We reserve the right to award all, part or none of the contract.

The details of these documents and all associated documents are to be treated as private and confidential for use only in connection with the Tender process.

Cornwall 365 will not be responsible for, or pay for, expenses or losses which may be incurred by a tenderer in the preparation of their tender. Cornwall 365 does not bind itself to accept any of the tenders as a result of the tendering process.

If the tenderer wishes to propose modifications to any of the documents (which they may consider would provide a better way to achieve the contract's objectives, for example) they must provide details in a separate letter accompanying the tender response.

Tenders shall be valid for a minimum of three calendar months from the closing date for receipt of tenders.

Cornwall 365 requires all tenderers to declare any actual or potential conflicts of interest that exist which may prevent them undertaking this work, and a description of measures they would adopt if a potential conflict of interest arose during or following completion of this work.

We may wish to publicly quote the successful contractor/supplier and tenderers are requested to confirm that the Client may (at the Client's own discretion) do so without restriction.

The acknowledgement of receipt of any submitted tender shall not constitute any actual or implied agreement between the Client and the tenderer.

4.2 Timetable

The timetable for awarding this contract will be as follows:

Tender contract published	11/10/2023
Deadline for tender questions	17/10/2023
Tender period closes	24/10/2023
Interview shortlisted candidates	3/11/2023
Award contract	06/11/2023

4.3 Submission

Cornwall 365 undertakes selection procedures which are open, fair, efficient, economical to implement, and which achieve best value for both the consultants and the Client. All tenders received will be considered based on the information they have submitted in their tender.

Tenders should be submitted by email to sarah@cornwall365.org.uk. The subject line should read 'Tender submission for App Developer'.

Tenders should be received by 12 noon on 24th October 2023

4.5 Assessment

The tenders will be assessed on the overall price, skills and experience and an understanding of the brief.

In particular, the Client will be seeking a App Developer:

- With a proven track record in developing and releasing cross-platform apps for iOS and Android on respective app stores.
- With prior experience in creating event listing or similar interactive apps.
- Knowledgeable about a variety of programming languages and technologies, along with a clear understanding of the associated costs.
- Adept at identifying realistic, practical, and affordable solutions to technical and user experience challenges.
- Experience in updating and enhancing existing digital platforms or apps while maintaining modern design and functionality standards.
- Familiar with current legal standards concerning environmental sustainability and accessibility.
- Committed to the principles of equity, diversity, inclusivity (EDI), and environmental sustainability.

Additionally, tenders should include:

- Proposed project management approach.
- Communication channels with the client.

Organisational capacity to deliver this project within the required timescale will be a factor.

Section 1

Please give up to three examples of projects that you have successfully undertaken in the last five years that are of a similar type and scale to this commission.

Give at least two referees in relation to these projects.

This section should comprise no more than two sides of A4 per project.

This section will contribute a maximum of 30% of the tender assessment score.

Section 2

Provide an up-to-date CV of the key personnel.

Each CV should comprise no more than one side of A4.

This section will contribute a maximum of 20% of the tender assessment score.

Section 3

Provide a Method Statement outlining your approach to the development of the cross-platform events listing app. This should clearly detail:

- The steps involved in the design, development, testing, and deployment of the app.
- The outputs at each phase of the project, including any deliverable milestones.
- Your perspective on potential risks and challenges that might arise during the project, and your strategies for mitigating these risks.

This section will contribute to a maximum of 20% of the tender assessment score.

Section 4

Provide a fixed price fee for work identified and an hourly charge for any additional work. Prices to include all fees and disbursements, including VAT. Please provide as a table identifying costs for individual consultants and identifying an hourly rate for extra services as required.

This section will contribute a maximum of 30% of the tender assessment score.

4.7 Interview

Tenderers may be requested to attend an interview with the Client to answer questions regarding their tender submission, and may be asked to confirm their availability. The date for this is provisionally set for 3/11/2023.

4.8 Decision and Award

Cornwall 365 reserves the right to negotiate with the preferred bidder and to award all, part or none of the contract.

4.9 Debriefing

All unsuccessful bidders will be given written feedback if requested.

APPENDIX

A Developer Brief