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## PROVISION OF GRAPHIC DESIGN & PRODUCTION SERVICES

### 1. Introduction

Royal Armouries is running a tender process to select a company that will provide the design, production, delivery and occasional installation of gallery labels and graphics across all three of our sites - Fort Nelson (Portsmouth), The Tower of London and Royal Armouries Leeds.

### 2. Background and context

The Royal Armouries has embarked on a comprehensive maintenance programme for the permanent displays at its three sites. The objective of the programme is to ensure that the existing displays are well-kept and working in the case of interactives and that all written material is accurate, legible and in good condition.

As part of this exercise each gallery has been audited and a large database of faults to be addressed has been catalogued. A large proportion of these relate to the condition of graphic panels and object labels.

The museum now seeks graphic design and production services to:

- a) carry out site surveys with the objective of agreeing a series of standard sizes and layouts for graphic panels and object labels;
- b) developing style and production templates for the agreed panels and labels;
- c) addressing the backlog as a project in its own right; and
- d) setting up systems to ensure a swift and efficient response to new graphic requirements as they arise.

The commitment from the service provider is heavily weighted towards the first year of the contract when the system will be set up and the graphic backlog addressed; thereafter the service will operate as a call-off contract.

### 3. Overview of the Royal Armouries

The Royal Armouries is the United Kingdom's national museum of arms and armour and one of the most important museums of its type in the world. Its origins lie in the Middle Ages: its celebrated core collection originating in the nation's working arsenal, assembled over many centuries at the Tower of London. In the reign of Elizabeth I, selected items began to be arranged for display to visitors, making the Royal Armouries heir to one of the oldest deliberately created visitor attractions in the country. The collection of about 75,000 items is displayed and housed not only in the Tower of London but also at our purpose-built museum in Leeds, and at Fort Nelson near Portsmouth. The Royal Armouries was established in its present form by the National Heritage Act

(1983) and is a Non-Departmental Public Body (NDPB) sponsored by the Department for Culture, Media and Sport.

#### 4. Deliverables, including Project Milestones

The contract can be broken down into four stages as follows:

##### 4.1 Label survey

The first stage of the project will be to undertake a general survey of existing graphic and production styles in each gallery and across each site.

##### 4.2 Production of 'style book' and templates

In consultation with the client, a 'style book' of standardised templates will then be developed to be referred to in subsequent orders.

It is envisaged that this will include the following categories of label but the survey may reveal other categories not listed:

- **Object labels across all the galleries:** short labels describing objects with a word count of between 60 to 80 words. Usually no larger than A5 size. Usually black text on a white background. The labels will often be situated inside display cases so must be made of inert materials.
- **Temporary directional signage for visitors:** temporary signs to route visitors around works ongoing or alert them to an unusual event in the galleries. Between 60 – 100 words. These may include an image or illustration and will be produced at A3.
- **Objects on loan:** similar to object labels, these are short labels describing objects with a word count of between 60 to 100 words. These will also include a high quality image of the object that is out on loan. Usually no larger than A4 in size. The labels will need a range of mounting options. The labels will often be situated inside our display cases so must be made of an inert material.
- **Larger explanatory labels:** introductory or additional information labels. A word count of between 80 – 150 words. These may include an image or illustration and be up to A3 in size.
- **'Object Removed' label:** a short label for use when objects are removed temporarily. Word count of between 60 to 80 words with space for an image. [there won't be space for an image on A5 unless you decrease the word count to 15-20] Usually no larger than A5 size. The labels will often be situated inside display cases so must be of inert material. This will be a template designed for use by RA staff to be printed in-house. This allows for the production of last minute graphics.

##### 4.3 The backlog

The backlog project consists of the production of at least 250 new graphic panels and object labels. The text and images for these will be provided by the RA Interpretation Officer and each item will be assigned a template derived

from the 'style book'. We will require a minimum of one proof per label before it goes into production.

#### 4.4 Ongoing maintenance

The successful contractor will work with the RA Interpretation Officer to devise an efficient system for the production of replacement graphics. The quantity is unknown but is estimated to be in region of 30 – 60/ year across the three sites.

#### 4.5 Project Milestones

Whilst this is a call-off contract, tenderers should note that the bulk of the work will take place in the first year with the site surveys and setting up of the systems and templates and addressing the backlog. Thereafter, the appointed contractor will be called upon as the requirement for replacement graphics arises across the three sites. We estimate the above four stages will be completed within the following timeframe:

Timeframe	Activity
Week commencing 3 <sup>rd</sup> April 2017	Kick-off Meeting
Week commencing 10 <sup>th</sup> April 2017	Site surveys underway
9 <sup>th</sup> June 2017	Delivery of 'style book' and templates
24 <sup>th</sup> July (in time for display by the start of the school summer holidays – 29 <sup>th</sup> July 2017)	Backlog labels delivered on site
July 2017 onwards	Ongoing gallery labels to the agreed stylebook

### 5. Scope of Services

We envisage this work will include the following within its scope:

- 2D Design to include:
  - 'style book' for each location
  - template design
  - design of individual graphic panels and labels
  - art working
  - occasional illustration
  - allowance for one proof for client sign-off
- Production to include:
  - graphic production and printing
  - delivery to site
  - occasional installation of graphics
  - label stands and mounts where applicable

- Other requirements:
  - project manage elements of the design process
  - use expertise, to provide a superior or similar end product at a similar or cheaper cost where appropriate
  - compliance with health and safety legislation during the design, production and installation phases
  - IPR to any works produced will be transferred to the Royal Armouries
  - supply of graphic template files
  - compliance with accessibility standards and use of inclusive design (to be agreed as part of 'style book') balanced with overall policy of replacing like-for-like

## **6. Contract Period**

The contract will commence on 01 April 2017 for an initial period of 3 years with an option to extend of an extension for a further period of 24 months.

## **7. Sub-contracting**

The successful contractor may choose to sub-contract elements of this contract to other suppliers. Tender responses should include details of any such situations and how this relationship will be managed by the contractor. The Royal Armouries requires advance notice of any intention to sub-contract and reserves the right to approve all sub-contractors in advance. No sub-contractor may attend site without the prior approval of the Royal Armouries.

## **8. Responsibilities**

This contract will be managed by the Head of Interpretation at the Royal Armouries who will have ultimate responsibility for this contract at the Royal Armouries.

The day to day running will be with the Interpretation officer. The Interpretation Officer will ensure:

- the contractor is provided with the appropriate content to agreed timeframes set out by the contractor.
- arrange approvals required and any proofing to agreed timeframes set out by the contractor.
- Ensure any deliveries are received and any installation onsite is overseen

The appointed company will at all times ensure:

- compliance with the Health & Safety at Work Act (including risk assessments, method statements, and relevant certification) and be able to show proof if required during planning, construction and installation.
- ensure all elements installed are fit for purpose and have the safety of all users a priority for the duration of its lifespan

- compliance with the new CDM delegations if applicable
- demonstrate in designs a willingness to reduce impact on the environment.
- be prepared to adhere to materials that meet conservation requirements if applicable.
- project manage all parts of the process ensuring there is adequate time for the Royal Armouries to respond to any requests for information or approvals.
- ensure deliveries are made swiftly and without damage

## 9. Evaluation criteria and weightings

Each of the requirements below will be considered fundamental in the selection of a supplier. In scoring your response the museum will use the following weightings:

CRITERIA	WEIGHTING
<b>Relevant experience in graphic design and production:</b> The setup of the company to design and produce what is required. Experience of designing and producing graphics in a scenario similar to the work set out above.	25%
<b>Creative development of gallery labels:</b> Experience and knowledge of creative and aesthetic responses to gallery interpretation.	15%
<b>Timeframes:</b> Confirmation that the company can work to the timeframes set out in our project milestones. What will be the turnaround times for the ongoing label production from client contact to installation on site, a breakdown by category of label as requested below.	15%
<b>Project management methodology for i) backlog, ii) regular design and production:</b> How the company will manage the project effectively, liaising with and responding to the client. Referencing each of the four anticipated stages of this work.	20%
<b>Costs:</b> A breakdown to include site surveys, style books and ongoing production of Labels (more information below).	25%

## 10. Tender Deliverables

Submissions should include:

- At least three recent case studies (within the last three years) which show your experience of working on gallery labels and interpretation including illustration examples and awareness of inclusive design principles.
- Your suggested breakdown of timings and project methodology referencing each of the four anticipated stages of this work.
- Three references from similar clients you have worked with in the recent past.
- The details of any subcontractors and the methodology of how you will work with and manage them.
- Costs broken down as follows:
  - Site survey (each site) to include travel and subsistence and any basic tools and consumables
  - Production of style book (for each site)
  - Sample costs for three of the labels with an explanation of how bulk discounts can be gained. Please cost for the following:
    - Label 1: A5 'Object Label'; Foamex 3mm thick; black text on white
    - Label 2: A4 'Object on loan' panel; Foamex 3mm thick; with black text on white with one full colour illustration which is A5 in size.
    - Label 3: A3 'Temporary directional signage'; Foamex 3mm thick; with black text on white and an A4 illustration.
    - Cost for installation at each site to include subsistence, travel and any basic tools and consumables.
- Electronic copy of your submission (**CD or USB Flash Drive, not via email**).

Please ensure you clearly address each area of the weighting criteria.

## 11. Tender time table

The dates below are only for guidance purposes. Royal Armouries reserves the right to change these accordingly.

Activity	Date
Tender advert	<b>03 February 2017</b>
Expressions of interest	<b>By 17 February 2017</b>
Tender invitation	<b>21 February 2017</b>
Tender queries	<b>By 27 February 2017</b>
Museum's responses	<b>07 March 2017</b>
Tender return	<b>By 22 March 2017 hrs 13:00</b>
Tender evaluation	<b>by 27 March 2017</b>
Tender award	<b>by 31 March 2017</b>