



INTERNATIONAL
**SLAVERY
MUSEUM**

Lady Lever
ART GALLERY

Merseyside
**maritime
museum**

Museum of
Liverpool

**SUDLEY
HOUSE**

UK BORDER
AGENCY
NATIONAL MUSEUM

Walker
Art Gallery

**World
Museum**

**NATIONAL MUSEUMS
LIVERPOOL**

Sea Galleries, Merseyside
Maritime Museum,
Digital Content Production

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1 Introduction

1.1 Company Background

National Museums Liverpool (NML) is one of the world's leading museum organisations. NML currently comprises eight museums in and around Merseyside. Entry to all our venues is free, with circa 3 million visitors per year. We hold in trust and safeguard some of the world's greatest museum collections, which are universal in their range – everything from archaeology and ethnology, natural and physical sciences, fine and decorative arts, maritime, social and industrial history. We are core-funded by central UK government, and we are the only national museum service in England based wholly outside London, so we have a unique fourfold role – we are the main museum service for Liverpool and Merseyside; the largest cultural organisation in the North West of England; and we operate at both national and international levels.

Having played a pivotal role in the cultural, educational and economic life of Liverpool and the North West for more than 150 years, our success can be measured in terms of how well we combine this local and regional role with our national and international responsibilities.

Our mission is to be the world's leading example of an inclusive museum service. We believe in the concept of social justice; we are funded by the public and in return we strive to provide an excellent service to the whole of the public. We believe in the power of museums to change people's lives. We work hard to be a free museum service and focus our venues, exhibitions and education resources to reach out, and to represent the diverse needs of our local communities.

National Museums and Galleries on Merseyside was established as a national museum as an incorporated Trustee Body by the Merseyside Museums and Galleries Order 1986, because of the outstanding quality of its collections. In 2003 the name was changed to National Museums Liverpool. Our origins go back to 1851 and the founding of Liverpool Museum. NML is an exempt charity by virtue of Schedule 3 to the Charities Act 2011.

NML has status as a Non Departmental Public Body (NDPB) sponsored by the Department for Culture, Media and Sport (DCMS). The DCMS became the principal regulator of NML on 1 June 2010 and provides the majority of its revenue funding.

1.2 Project Background

The Sea Galleries will be a new major permanent offer at the Merseyside Maritime Museum. The gallery will include engaging and immersive content that better reflects contemporary visitor expectations. The new gallery displays will tell a story of Liverpool's seafaring communities and explore the rich and vibrant diversity of the men, women and children who travelled around the globe on the ships that gave the city its identity.

As one of the world's largest ports, Liverpool's people were at the heart of the maritime merchant fleets that drove the city's prosperity. The gallery will explore the dangers, joys, culture and community of seafaring life through the moving and fascinating stories of the crews, passengers and their loved ones. The gallery takes a personal approach to maritime cultures and is intended for a general audience. It covers a broad time period – from the 1700's up to the present day. Although the exhibition often deals with difficult and troubling themes, it is intended as a positive celebration of Liverpool's seafarers.

The galleries key messages which will be communicated through the gallery interpretation as follows:

- Liverpool's seafarers were and are central to the city's heritage
- Liverpool's maritime communities are a diverse mix of people
- Going to sea can be a dangerous occupation for a range of reasons
- Seafaring technology has changed dramatically over time leading to a diverse range of jobs and qualifications
- Seafaring people developed unique on-board culture
- Passengers' experience on board ship through time, including children and families

The key/core audience we hope to engage with are as follows:

- Family audience from Merseyside and the wider North-West region
- Specialist interest groups
- Tourists to Liverpool (including oversea tourists)

The key audience will also include special groups, such as overseas tourists on organised trips and young people aged 16 – 24 through education outreach/special events and informal education programme. As well as school groups through organised trips and formal education programme.

Through the gallery approach and design we hope to deliver an engaging and innovative gallery, animating our collections and contextualising them within the historic building and waterfront location of the museum. Overall we want to provide an atmospheric, engaging and memorable experience for visitors.

The gallery is broken down into five sections; please refer to floor plan in Appendix K.

1. *Introduction*
2. *Work*
3. *Campaigning & Environment*
4. *Life on board – seafarers*
5. *Liners and leisure*

1. Introduction:

Liverpool's seafarers and ships played a pivotal role in the history of the city. Liverpool wouldn't be the place that it is today if it wasn't for the seafaring men and women who worked on board the hundreds of ships owned by the city's many shipping companies. The aim of the introduction is very simple, to ensure that people understand the importance of Liverpool's seafarers and ships. This will be interpreted through graphic panels, objects and a large digital projection.

2. Work:

This is one of the largest single sections. It will explore the workings of ships through the jobs carried out by individual seafarers, and use their lives and experiences to explain the unique environment of life at sea. The reasons that people have gone to sea through history will highlight the romance of seafaring life, as well as the reality of harsh working conditions.

The unfamiliar world of a working ship will be brought to life to the visitor through personal stories that will convey information in an accessible and family friendly way. Individual seafarers will be featured through their roles on board, and they will illustrate the diverse nature of crews on merchant ships.

3. Campaigning:

Working at sea has always held risks for seafarers. Ships are workplaces with their own health and safety issues, and people have worked for centuries to protect those who make their living in this dangerous environment. Injury and accident affect the lives of sailors and Trade Unions and others have campaigned for improvements in safety and conditions.

This section will touch upon important historic events such as *MV Derbyshire*, which was a ship that sank in 1980, with a loss of all 44 people on board. This is still the largest UK ship ever lost at sea. The families of the crew campaigned for an investigation into the sinking, which led to changes in safety regulations and improved rules around ship construction.

Another part this section the gallery will discuss and illustrate will be how the shipping Industry has detrimental effects on the environment. Being associated with water, most of these effects cause damage to marine flora and fauna and that indirectly affects humans. For example: Oil spills have devastating effects on marine life. This has led to new legislation and improved regulations that over time have greatly reduced the occurrence of spills, and lessened the impact when they do happen.

4. Life on Board-seafarers:

Seafarers lived away at sea for long periods. When they weren't working, they had to fill their leisure time and create their own music, entertainment, language, food, and art. The rigours of long and short distance travel by sea, created specific pressures on the health and wellbeing of seafarers.

Seafaring life produced folklore and superstitions: e.g. seafarers crossing the equator for the first time have undergone 'Crossing the Line' ceremonies for centuries.

Modern ship life and the nature of new technology have created a new range of problems for seafarers with the effects of depression isolation and fatigue increasingly felt by those working on board.

5. Liners and Leisure:

This section of the gallery will focus on the story of Liverpool's liners and passenger travel. This section will show the style and fun of travelling by sea for all ages. It will cover the stories of families who accompanied senior crew on their voyages. It will also take a light-hearted look at sea sickness.

1.3 High Level Overview of Requirements

Bidders are asked to submit a formal tender for the [“Sea Galleries, Merseyside Maritime Museum Tender Digital Content Production”](#).

Bidders are asked to submit a formal tender for the [“Sea Galleries, Merseyside Maritime Museum Digital content production”](#).

We plan to create 9 no. different audio-visual programmes for the gallery, ranging from an introduction film, mapped projection showing a montage of footage and imaginary, one semi immersive experience, soundscape to convey cabin environment, diary extracts from a lady who travelled in 1920's and a number of other audio visual presentations within the galleries as part of the visitor experience. These will fit

seamlessly into the design of the gallery and will be used help to communicate key message, stories linked to the different sections of the gallery. The Audio Visual elements have been carefully paced and positioned around the gallery (please refer to appendix M). Each audio visual item has its own brief. The briefs will provide details of objectives, key messages, storyline/content, technical information, look & feel, target audience and dwell time (Please refer to Appendix I for AV briefs).

As part of the content delivery, the AV Software Content provider will be required to source additional imagery and footage for the AV production, and purchase copyright/usage licenses. The tender package should cover the following elements:

- Creative content delivery for all interactives and soundscapes (software)
- Image/footage research and sourcing, the purchase of copyright usage licenses

Please note the hardware will be provided under a separate contract package. This will go out to tender once the Software contractor has been appointed.

The software content provider will need to works and collaborate with the internal content team to create and deliver the production of the AV software content for the gallery. Once all AV software content has reached the final stage of sign-off by the client, the AV Software content provider will be responsible to deliver all AV content to the AV Hardware contractor.

The AV Hardware contractor will be responsible for the installation, testing and commissioning of all Hardware equipment and the installation of the software content via hardware elements.

The galleries will open to the public on 27 March 2020. The deadline to installation, test and commission all digital elements on gallery 7 February 2020. The AV Software content provider will need to deliver all final version/signed off AV content to the AV Hardware provider by 13 January 2020. This is to allow enough to install the AV software content onto gallery.

The onsite Fit-Out delivery programme will be agreed once the Fit-Out contractor is appointed in late summer 2019. During the Fit-out phase, the gallery will be managed by a main Principle contractor; this will be the Fit-Out contractor. The formal handover of the gallery back to the client is 18 February 2020, in readiness of gallery object installation period which commences Monday 24 February 2020.

1.4 Existing Solution

This is a new permanent gallery fit-out; the gallery current is empty and closed off to the public.

2 Tender Instructions

2.1 Introduction

Tendering is required by NMLs procurement processes that ensure that NML is adhering to Managing Public Money guidelines. The Bidder is requested to propose a solution that will meet the current and future requirements of NML, as detailed within this tender pack.

2.2 General

NML reserves the right, without prior notice, to change, modify, or withdraw the basis of its request and/or to reject all proposals and terminate negotiations at any time. In no circumstance will NML incur any liability in respect of time, effort or costs incurred in regard to either discussions, meetings or time spent in respect of reviewing and/or responding to this document or any subsequent material.

This tender is not a purchase order or an offer to contract and does not constitute an offer capable of acceptance. This tender does not commit NML or any official of it to any specific course of action. The issue of this tender does not bind NML or any official of it to accept any proposal, in whole, or in part, whether it includes the lowest priced proposal, nor does it bind any officials of NML to provide any explanation or reason for its' decision to accept or reject any proposal. Moreover, while it is the intention of NML to enter contract negotiations with the selected bidder, the fact that NML has given acceptance to a specific Bidder does not bind it or any official of it in any manner to the bidder. Acceptance of a proposal neither commits NML to award a contract to any bidder, even if all requirements stated in this tender are satisfied, nor does it limit NML's right to negotiate in their best interest. NML reserves the right to contract with a bidder for reasons other than the lowest price. Contract award will be post the tender process and may be awarded without discussions or negotiations

The bidder shall be deemed to have examined before the submission of their bid submission, all the provisions in this tender as well as regulations and other information relevant to your bid submission, and to have fully considered the risks, contingencies, and other circumstances, which could affect the bid submission. The bidder shall be responsible for obtaining all information by the making of reasonable and prudent inquiries and, by prior arrangement.

By submitting a bid submission the bidder represents that it has read and understood the tender. The bidder will consider the contents of any submitted bid submission as an offer to contract.

Any attempt by bidders or their advisors to influence the contract award process in any way may result in the bidder being disqualified. Specifically, bidders shall not directly or indirectly, at any time:

- Revise or amend the content of their tender in accordance with any agreement or arrangement with any other person, other than in good faith with a person who is a proposed partner or bidder;
- Enter into any agreement or arrangement with any other person as to the form or content of any other tender, or offer to pay any sum of money or valuable consideration to any person to effect changes to the form or content of any other tender;
- Enter into any agreement or arrangement with any other person that has the effect of prohibiting or excluding that person from submitting a tender;
- Canvass NML or any employees or agents of NML in relation to this procurement; or

- Attempt to obtain information from any of the employees or agents of NML or its advisors concerning another bidder or tender; or
- Offer, pay, promise to pay, or authorize the giving of any financial or other benefit to any person for the purpose of obtaining an improper advantage, or otherwise conduct themselves in a manner contrary to any anti-bribery or anti-money laundering legislation and/or regulations in the broadest sense (whether issued by the EU, the US, the UN or any other body) or any other such rule or legislation that may apply from time to time.

Bidders are responsible for ensuring that no conflicts of interest exist between the bidder and its advisors, and NML and its advisors and Partners.

NML also reserves the right to cease discussions with any bidder from the date of submission of bidder tender.

Failure to meet a qualification or requirement in this tender will not necessarily subject a proposal to disqualification but may do so.

2.3 Confidentiality and Non-Disclosure

The information contained in this tender (or accumulated through other written or verbal communication) is confidential. It is for proposal purposes only and is not to be disclosed or used for any other purpose.

Information received by NML in this tender will be held in strict confidence and will not be disclosed to any party, other than within NML and their engaged consultants if appropriate, without the express written consent of the bidder.

NML undertakes not to publicise any information obtained during this tender process, either generally or to any other bidders involved in the tender. Additionally, there will be no obligation on the part of NML to share any of the results or conclusions of the tender process with any bidder.

As a responder to this tender, you are reminded of the need for confidentiality and the need not to divulge your actual or intended tender price or an approximation of that price to any other person or body until we notify you that the contract has been awarded.

2.4 Accuracy of information and liability of NML

The information contained in this tender has been prepared by NML in good faith but does not purport to be comprehensive or to have been independently verified. NML does not accept any liability or responsibility for the adequacy, accuracy, or completeness of, or make any representation or warranty (express or implied) with respect to the information contained in the tender, or with respect to any written or oral information made or to be made available to any bidder or its professional advisors and any liability therefore is hereby expressly disclaimed.

Bidders considering entering into a contractual relationship with NML should make their own enquiries and investigations of NML's requirements. The subject matter of this tender shall only have contractual effect when it is contained in the express terms of an executed agreement.

Nothing in this tender is, or should be, relied upon as a promise or representation as to the future, and NML does not undertake to provide bidders with access to any additional information, or to update the information in this tender, or to correct any inaccuracies that may become apparent. NML reserves the right, without prior notice,

to change the procedures outlined in this tender or to terminate discussions and the delivery of information at any time before entering into an agreement.

Should there be any obvious typographical errors or misunderstandings in the tender documentation then clarification should be sought. However, if the response is found to misrepresent facts, the documents will be deemed void. In the case where the error or misrepresentation is not discovered until after the contract is awarded, we reserve the right to determine the contract and costs incurred by us as a result of the determination shall be recoverable from the bidder under the contract.

2.5 Cost of Preparation

NML will not accept any liability or responsibility for any costs incurred by the bidder in preparing this tender document or any associated work effort.

2.6 Oral Agreement or Arrangements

Any alleged oral agreements or arrangements made by the bidder with any NML agent or employee will be disregarded in any proposal evaluation or associated award.

2.7 Independent Price Determinations

The bidder shall warrant, represent, and certify that the following requirements have been met in connection with their proposal for this tender:

- The costs proposed have been arrived at independently, without consultation, communication, or agreement for the purpose of restricting competition as to any matter relating to such process with any other organisation or with any competitor;
- Unless otherwise required by law, the pricing proposed has not been knowingly disclosed by the bidder on a prior basis directly or indirectly to any other organisation or to any competitor; and no attempt has been made, or will be made, by the proposed to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.

2.8 Payments Against a Contract Award

Under no circumstances shall the successful bidder begin to perform under the contract prior to the effective date of the contract. NML shall assume no liability for payment of services under the terms of the contract until the successful bidder is notified that the contract has been agreed by both parties.

2.9 Bidder Misrepresentation or Default

NML may reject the proposal and void any award resulting from this tender to a bidder who makes any material misrepresentation in their proposal or other submittal in connection with this tender.

2.10 Amendments to the Tender

NML reserves the right to issue amendments or modifications to this tender during the tender stage. These will be amended on the procurement portal where the tender was originally advertised and bids will be assumed to take account of any such modifications and amendments.

2.11 Responding to the Tender

In responding to this tender, the bidder you specifically agrees to the following:

Having examined all parts of the tender that the supply of the Goods and/or Services to NML will be at the rates/prices as provided. All prices must be quoted on the basis indicated in the accompanying documents, except where the bidder proposes

alternative priced procedures, and should **exclude VAT**. Discounts for prompt payment should be stated. The basis of the price shall be inclusive of all costs and delivery to NML.

That any contract whatsoever that may result from this tender shall be subject to the laws of England and Wales as interpreted in an English Court.

The prices quoted and all other information supplied in this tender are valid and open to acceptance by NML for a period three calendar months from the tender return date specified in the tender

The essence of competitive tendering is that NML shall receive bona fide competitive tenders from all companies tendering. In recognition of this principle, any response is declared to be a bona fide tender, intended to be competitive and that the bidder (or representatives) have not fixed or adjusted the amount of the tender by or under or in accordance with any agreement or arrangement with any other person.

The bidder declares that you have not done and undertake that you will not do any of the following acts:-

- communicate with a person, other than the person calling for this tender, the amount or approximate amount of the proposed tender.
- enter into any agreement or arrangement with any other person that he shall refrain from tendering or as to the amount of any tender to be submitted.
- offer to pay or give, or agree to pay or give, any sum of money or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other tender or proposed tender for the requirement any act or thing of the sort described above.

3 Tender Timing, Scoring and Process

3.1 Questions and Additional Information

Formal queries concerning the content of this tender and the bidder's submission should be submitted in writing by e-mail to Ian Lindsay (Ian.Lindsay@liverpoolmuseums.org.uk) with the subject title "**Sea Galleries, Merseyside Maritime Museum, Digital Content Production Tender**".

Where questions are raised by bidders and answers given clarify NMLs requirements for the tender, then these questions and answers may be shared with other bidders responding to this tender.

Queries must not be directed through any other employee, contractor or consultant who is engaged as part of the tender working party.

3.2 Site Visits

It is advised that bidders visit the site. This would need to be arranged for the **w/c 1 July 2019 only**. Please note site visit can only take place between the hours of 9.30am - 15.00pm Monday to Friday, weekends are not included.

To arrange a site visit please contact Jenny.green@liverpoolmuseums.org.uk or Manto.Psarelli@liverpoolmuseums.org.uk

3.3 Target Timetable

The target timetable for this project is shown in the table below but bidders must be aware that whilst every effort will be made to meet these dates, the timetable may change for operational reasons

| Step | Task | Date |
|------|---|----------------------|
| 1. | Tender issued | 25/06/2019 |
| 2. | Site visit (if required) | 1 – 5/07/2019 |
| 3. | Deadline for clarification questions | 11/07/2019 |
| 4.. | Responses to clarification questions issued | 16/07/2019 |
| 5. | Deadline for Bid Submission | 19/07/2019 |
| 6 | Evaluation of the Tender Responses commences | 22/07/2019 |
| 7. | Interviews | 30/07/2019 |
| 8. | Notification to unsuccessful Bidder | 1/08/2019 |
| 9. | Provisional notification to Successful Bidder | 2/08/2019 |
| 10. | Order Placed & contracts signed | 15/08/2019 |
| 11. | Installation complete | 07/02/2020 |

Note – all deadlines are at Noon on that business day.

3.4 Timing and Delivery

The bidder must provide a full submission by email. Bids should be in Microsoft Word, Excel or PDF format. The submission must include a copy of “Appendix A - Form of Tender”.

The submission must be made to Tenders@liverpoolmuseums.org.uk. To ensure that your submission is successful you should ensure that each email is less than 8Mb. Emails should be titled “**Sea Galleries, Merseyside Maritime Museum, Digital Content Production Tender**”. If multiple emails are sent the header should indicate they are “Part x of xx”.

Bid submissions must be received no later the date as specified in section 3.3 above. Any response received after this date and time may be discounted from further consideration. Any requirement that the bidder might have for proof of delivery is at the bidder’s discretion and cost.

No bid submission will be opened until the deadline as specified in section 3.3 above.

To enable an efficient and fair evaluation process this process must be strictly adhered to. If a bidder does not comply with the requirements contained in this Section, NML may (in its sole discretion) disqualify the bidder from the competition.

3.5 Compliance

The bid submissions will be checked initially for compliance with this tender and for completeness. Responses that are not substantially complete and/or compliant will be rejected.

The compliance criteria are as follows:

- Tender documentation received by specified deadline
- All relevant questions answered
- All relevant information provided
- Compliance with any specified timescales
- Signed Form of Tender
- Signed Acknowledgement of NML Procurement Protocol form
- Signed completion of Health & Safety form
- Provide full comprehensive cost breakdown

3.6 Evaluation

Bid submissions that pass the compliance checks will then be evaluated. During the evaluation period, NML reserves the right to call for further information. The bid submissions will be evaluated according to the following criteria, to determine the highest scoring responses:

| Criteria | Element of Evaluation | Max Score Available |
|----------|---|---------------------|
| Cost | Cost | 40 |
| Quality | Ability to deliver to programme timescales, provide detailed programme and resources schedule | 10 |
| | Previous experience of similar works/projects, provide portfolio of previous works and provide approach suggestions to tender briefs. | 30 |
| | Additional Question 1 | 20 |
| | Total | 100 |

Only information provided as a direct response to this tender will be evaluated. Information and detail which forms part of general company literature or promotional brochures etc. will not form part of the evaluation process. Supplementary documentation may be attached where you have been directed to do so. All sections must be answered unless advised otherwise.

In order to protect the quality of any procurement, any tender response that scores below the minimum quality score threshold will not be considered.

3.7 Bidder Interviews

Following the deadline for bid submission, NML will evaluate and score each bidder's submission against the evaluation criteria. Bidders may be invited to attend an interview to discuss the content of their written bid. A maximum of 6 bidders will be invited to interviews. Any bidder with a submission score greater than 20% behind the highest score will not be interviewed.

The post tender interviews will be held on the date as specified in section 3.3 above. Notification will be sent to those bidders invited to interview.

4 Bid Requirements

4.1 Introduction

This section provides bidders with details of the form and content of bids that are invited and sets out the procedural requirements with which bidders must comply when submitting bids in order for their bids to be considered by NML. The process is intended to:

- assist NML in choosing the most economically advantageous bid;
- make clear the requirements with which bidders must comply and the basis on which the bids will be evaluated; and
- maintain competition throughout.

If a bidder does not comply with the requirements contained in this Section, NML may (in its sole discretion) disqualify the Bidder from the competition. Bids should be as concise as possible, whilst providing sufficient information to enable NML to evaluate bids in accordance with this tender.

The bidder is required to prepare the proposal and pricing based on the requirements specification detailed in section 5 of this document. Any assumptions that the bidder makes must be clearly stated in the appropriate section.

The costs must be fully itemised and transparent.

If the bidder has additional information that is directly relevant to the stated requirements but not explicitly requested, this may be added to the end of the most appropriate section under the heading “Additional Information” or referenced out to appendices.

Failure to return all of the requested documentation may result in your tender not being considered further.

This document details baseline requirements for the solution. This is not meant to be an exhaustive list of requirements but it will however serve to identify suitable solutions and bidders. NML reserves the right to modify its requirements at any time.

4.2 Management Summary

The bidder must provide a concise management summary of their offering, including the following:

- a) A brief overview of the proposed solution including reference to any partners and third parties.
- b) Reasons why NML should choose the proposed bidder and solution.
- c) Summary of the bidder’s commercial offer.

4.3 Company Background

4.3.1 Company Details

The bidder must provide the following information:

- a) The registered name and address of the company
- b) Details of any holding companies
- c) The date the company was established

- d) The main activities of the company
- e) The proportion of the total business accounted for by the proposed services
- f) The number and location of offices, identifying the main functions of each
- g) Insurance details (Professional Indemnity cover, Employers Liability cover, IPR cover)
- h) Company accreditations (professional body accreditations and trade body accreditations but excluding awards)
- i) Certifications and last audit dates, e.g. ISO9000 / 9001
- j) An organisation chart that highlights those functions that would be involved in the delivery and subsequent support of the proposed services
- k) The quality assurance mechanisms employed by the bidder
- l) Describe any recent mergers or acquisitions
- m) Detail any significant partnerships that will be used to deliver the proposed services. Detail the specific nature of each partnership and describe the commercial and contractual implications

4.3.2 Financial Information

The bidder must provide audited accounts for the last three financial years. If the organisation has not been in existence for three years then supply all available accounts.

4.3.3 Third Party Services

The bidder must provide the following information for each of the proposed third parties / sub-contractors that may form part of the proposed solution to this tender:

- a) Service
- b) Supplying bidder name
- c) Product name / version
- d) List of relevant clients where the bidder has provided that service

4.3.4 Relevant Experience & Performance

The bidder must provide evidence of previous experience in relation to expertise required and performance in completing past projects to the required standards.

As part of the selection process NML will require to contact existing customers of the bidder for similar solutions. The bidder must select 2 reference clients and provide the following contact information:

- a) Client name and address
- b) Description of solution provided
- c) Key contact name, title, and contact information
- d) Length of the supply relationship
- e) Relevance to this tender
- f) Size and duration of project
- g) Role of the tenderer
- h) Performance, in relation to time, budget, claims, project management and value of the solution.

NML undertakes not to contact any reference company without arranging such contact via the bidder's Account Manager first.

4.4 NML Security and Health & Safety requirements

As part of the selection process NML will require potential bidders to agree to NML's security and Health and Safety requirements. Please review the enclosed documents:

- i) Appendix B – NML Supplemental conditions
- ii) Appendix C – NML Safety Guidelines for Contractors
- iii) Appendix D – NML H&S Questionnaire

Please complete and return the NML H& S Questionnaire with your submission.

4.5 NML Procurement Protocol

As part of the NML Procurement protocol and procedures, NML expect suppliers to uphold similar business standards, particularly in relation to sustainability, ethics and the Modern Slavery Act. NML will require potential bidders to agree to NML's Procurement Protocol and their agreement to uphold those values. Please review the enclosed document:

- i) Appendix E – NML Procurement Protocol

Please complete and return the NML Procurement Protocol Supplier Agreement.

4.6 Timetable

Please note that the project must be completed by **20th January 2020**.

Bidders should present a detailed timetable for planning, installation and completion for the project as a whole, indicating how this date will be achieved.

4.7 Contractual Considerations

The bidder must provide a copy of their standard Terms and Conditions for the proposed services.

4.7 Form of Agreement

The winning bidder shall be appointed using the **Digital Production Agreement**. Copy of this form of contract supplied with tender document. (Refer to Appendix F).

4.8 Costs

A full breakdown of all costs is to be provided. One off costs and continuing running costs should be clearly distinguished. Please provide details of any potential extra costs.

Cost breakdown should include the following as a minimum:

As an exempt charity and an educational institution funded by government (DCMS). NML generally qualifies for academia, educational or charity pricing schemes offered by many bidders and manufacturers and this must be taken into account when tendering.

We would look for a phased payment schedule across the lifetime of the schedule, with minimal upfront payment. We would expect each phased payment to be invoiced with accompanying evidence of work completed and time spent.

4.9 Summary of Documents to be returned as part of Submission

Bidders are required to provide the following completed documents as part of their tender return, if a bidder fails to return the below items the tender submission will be considered invalid:

- i) Completed Form of Tender (Appendix A)
- ii) Completed cost information on Interactive Schedule (Appendix J) and provide a separate comprehensive cost breakdown including cost for image/footage resourcing and license.
- iii) Management summary answers - section 4.2
- iv) All requirements referenced in point 4.3
- v) Provide detailed programme of delivery dates and resource schedule
Detailed specification of proposed solution
- vi) Signed acknowledgement of NML Procurement Protocol form (Appendix E)
- vii) Acknowledgement of Contract Agreement (Appendix F)
- viii) Completed and signed Tender Compliance document (Appendix H)
- ix) Completed and signed NML H&S Questionnaire (Appendix D)
- x) Answers/proposal provided to the Additional questions raised in section 5 of tender document.
- xi) Provide portfolio of previous works and provide approach suggestions to tender briefs (As per evaluation criteria, in section 3.6.

5 Requirements Specification

5.1 Requirements Detail

We would like to have 9no. digital interactives presentations in the gallery, ranging from an introduction film, mapped projections showing a montage of footage and imaginary, one semi immersive experience which will deal with the Derbyshire Shipping disaster in 1980, soundscapes to convey cabin environment, and tell story of the diary extracts of a well known women traveller in the 1920's and a number of other audio visual presentations within the galleries as part of the visitor experience.

Please refer to Appendix I and J for the digital interactives briefs, interactive reference drawings and interactive schedule. Each interactive brief provides full specification detailing the following items: key message, storyline/content, technical information, look & feel, target audience and dwell time.

We are seeking an imaginative and creative team who can respond to these briefs and provide a unique and creative response to the briefs that will help us contribute to our wider ambitions for the gallery.

As part of the content delivery you will be required to source additional imagery and footage for the AV production, and purchase copyright/usage licenses. The tender package should cover the following elements:

- Creative content delivery for all interactives and soundscapes (software)
- Image/footage research and sourcing, the purchase of copyright usage licenses

As this is a permanent gallery we will require all image/footage licenses to be for min of least 10 years, preferably a lifetime.

At the Maritime Museum we get a wide audience of visitors, and the digital elements of the gallery need to cater for all audiences, these include those who have accessibility restrictions such as visitors who on the autism spectrum or have dementia.

5.2 Requirements Description

NML will require a solution that will be creative, modern and of high quality. The AV Software Content provider will need to work and collaborate with NML's internal content team in the creation and production of the AV content elements. Once the software content has been signed off by the client, the AV Software provider will be responsible to deliver all AV software content to the AV Hardware contractor.

The AV Hardware contractor will be responsible for the installation, testing and commissioning of all Hardware equipment and the installation of the software content via hardware elements.

Please note the hardware will be provided under a separate contract package. This will go out to tender once the Software contractor has been appointed

Some of the digital content will require subtitling; this is referenced on the briefs. We are using the font Avenir in and around the gallery in the graphic interpretation; we would like to use the same font on the AV Software content that requires subtitling.

5.3 Delivery schedule outline

The creative development period for the briefs will run from 21 August to early/mid October 2019. Suggested programme of delivery stages are outlined below. Stage 1-5 are to be complete by 17 January 2019. Handover of all AV software content to AV Hardware contractor, to take place w/c 20 January 2020.

| Phase | Activity | Output and sign-off | Deadline |
|---|---|---|-------------------------|
| Mobilisation | Contract start-up meeting and creative meeting | Creative approach confirmed with the client | 21 August 2019 |
| Stage 1 Concept Design | Concept update and review with client week Technical approach and design review with client | Client sign off on concept design and technical design / approach | Friday 6 September 2019 |
| Stage 2 Scheme/Detail design and Sign-off | Review of storyboards for content and review detailed technical spec/design | Client sign-off on full storyboard and detailed technical design/spec | Friday 4 October 2019 |
| Stage 3 First Edits Preview | Client team to review first edits on all digital interactive material and provide comments, week of 11 – 15 November 2019 | Client team to provide feedback on all first edits off all digital interactives | Friday 15 November 2019 |
| Stage 4 Final Edits Preview and sign-off | Client team to review final edits on all digital interactive material and sign-off, week of 16 - 20 December 2019 | Final client sign off on all digital interactive material | Friday 20 December 2019 |
| Stage 5 - Final Version of AV software content provided to client and signed-off | Final Version of AV software content to be provided to client and signed-off week of 13 -17 January | Client to sign-off final version | Friday 17 January 2020 |
| Stage 6 – Final AV Software content handover to AV Hardware contractor | Software Contractor to handover over final version of Software content to AV Hardware contractor | Handover | Monday 20 January 2020 |

5.4 Copyright Requirements, External Footage and Image Suppliers

Unless stated otherwise by the Client, the Producer will be responsible for sourcing and procuring all visual, reference, illustration, map, diagrams, archive material.

The Producer will be expected to negotiate any third party copyright with the respective owners for use within the MMM Sea Galleries exhibition on press, publicity and educational materials.

The Producer will make best endeavours, to use images of a copyright-free nature as identified by the Client.

Copyright credit information should be displayed on screen.

All copyright, licensing, research and transfer costs are to be identified to the Client within the agreed software budget, Client requires copyright license to be least ten years, preferably lifetime.

5.5 Implementation / Installation

The installation of all AV software content will be taken forward by the AV Hardware contractor. AV Software content provider to handover all AV content for the gallery, as per the above delivery schedule.

5.6 Support/Maintenance

Once all digital software elements have been installed, tested and commissioned, NML will require a handover on all digital software elements. Once installed, delivered/handover the maintenance of the software elements will be maintained by NML IS department. If a fault does occur with any of the software, NML IS department will contact the Software producer.

5.7 General Requirements

The Client will co-ordinate and direct the AV Software content provider in the development and execution of each interactive.

The AV Software content provider shall provide everything necessary for the execution and completion of the works, in accordance with the tender, drawings, briefs, specifications issued.

The AV software content provider to ensure all AV interactives is compatible with light levels, acoustic needs and other site arrangements and that the picture quality and audio tracks take into consideration the same needs/conditions. Where audio tracks are used, consideration must be given for the separation of voice-over and background music or effects tracks in order that balance of sound can be undertaken onsite when AV Hardware contractor installs AV Software content.

The AV Software Content provider, to include for a Producer or Project Manager. Who will be responsible for the coordination, liaison, development and supervision of the execution of the works, with the client team. The AV Software Content provider shall not remove such person from the works without prior written notice and approval of the Client Team. If approval is given the AV Software Content provider will be responsible for replacing such person/s with person/s of equivalent competence.

The Producer will provide a scriptwriter to develop all narrative elements to final approvals stage.

The approvals as described in this document will be the minimum number of meetings that the AV Software Content provider will attend, and allowance should be made for additional attendance at design co-ordination meetings.

The AV Software Content provider, to deliver the outline and scheme design storyboards, visuals and offline test programmes for client approval.

The AV Software Content provider to include for all expenses (e.g. travel, presentation materials etc) within their tender submission.

6 Additional Questions

6.1 Introduction

NML requires the tender to answer specific questions in relation to the submission.

Each question will be scored as per the evaluation summary in section 3.6.

If you fail to provide a response to any applicable question, your bid may be deemed to be non-compliant. If a bid is deemed to be non-compliant, the bid may be rejected. Responses to questions should be limited to and focused on the specific requirement. Bidders should refrain from including generalised statements, information not relevant to the requirement and information relating to general marketing of your organisation. Each question answered must be complete in its own right and tailored towards that specific question.

6.2 Questions

Please expand each section of the answer table to include all relevant information.

| | |
|--|--------------------|
| Question 1 | Marks Assigned: 10 |
| Please demonstrate how you would creatively approach the content for the following interactives: | |
| <ul style="list-style-type: none">• D1 Introduction• D2, D5, D8 Mapped projection• D3 Semi immersive experience re. Derbyshire disaster. | |
| Provide some ideas and solutions for the client, as part of the tender submission. | |
| Answer: | |