



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 Project,  
Maritime Museum, Graphics

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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 the first new permanent gallery within the Maritime Museum within the last 20 years. The new Sea Galleries gallery will be situated on the 2<sup>nd</sup> floor of the Maritime Museum and will cover 2/3<sup>rd</sup> of the 2<sup>nd</sup> floor. 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 overseas 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 aim to deliver an engaging and innovative gallery, animating our collections and contextualising them within the historic Maritime Museum building, which is situated at the heart of Liverpool waterfront. Our desire and aim are to provide an atmospheric, engaging and memorable experience for our visitors.

The gallery is broken down into five sections (Please refer to General Arrangement Plan and Gallery Section Plan, 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. Environment & 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 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, Graphics Tender](#)".

The gallery as mentioned in point 1.2 above is broken down into five sections and spans over 2/3rds of the 2<sup>nd</sup> floor of Maritime Museum (galleries A and B), approx. 636sqm in total. Four of the sections (Intro, Work, Campaigning & Environment and Life on Board) are situated within the 1<sup>st</sup> section of the floor gallery A, which you enter via the venue's main staircase or lifts. The fifth section (Liners and Leisure) is located within the 2<sup>nd</sup> section of the floor, gallery B. This area of the gallery is the middle

gallery on the floor. If you continue through the 2<sup>nd</sup> floor to the far end you come to our Titanic exhibition (Please refer to General Arrangement Plan, Appendix K).

As you enter the 2<sup>nd</sup> floor you will immediately enter the 'Introduction' section of the gallery, this area is located directly at the top of the venue staircase and by the lift. To the right of the 'Introduction' area, you enter 'Work' section of the gallery, this is the largest content section of the whole gallery and occupies over half of this first section of the gallery. From 'Work' you enter 'Environment and Campaigning' section, this is located on the back wall of the gallery behind the staircase. This section will also include a semi immersive area under the stairs which will contain film footage of a shipping disaster in 1980. After this section, you are following the gallery round so staircase is on the right-hand side of you, this next section of the gallery is 'Life on Board', this area is a relatively small section of the gallery. Once you have walked through this section you will come back to the main staircase, where you started by the Intro section. The final section is set within the middle gallery on the 2<sup>nd</sup> floor, which you enter by walking past the main intro area and through a set of doors. It is an area which is quite separate to the rest of the gallery and will have a different feel to the first section of the gallery.

The design/exhibition team have designed a gallery, which will look very different to the existing gallery displays within the Maritime Museum. The team wanted to do something very different, modern, innovative which sets a new precedence of gallery display for this venue. We want this gallery to last the test of time and still look fresh and modern and in years to come. As an organisation our permanent galleries tend to have a lifespan of 10 year or more, some of our galleries have been in situ for 20 plus years.

The team have designed a gallery which mixes the new with the old, we want the walls to be modern, clean, bright and angular, while having contrasting display elements which will provide colour and texture to the gallery, such as introducing old cargo crates, travellers old style suitcases, hammocks, portholes displays, coiled up rope etc. As a gallery the space is quite restricted, we have had to be creative in how we design the walls for the gallery, we have tried to utilise the space available. This has been quite a challenge, particularly as the content for the gallery covers a period from 1700's to the present day. The design of the gallery uses every available area of space, including incorporating the venues columns as part of the wall structure (the venue is an old warehouse which contains lots of original warehouse columns), window areas, corners etc.

As a building the ceiling heights are restricted too, the height of ceilings in both areas vary, some areas have a vaulted ceiling. The design has considered the height of the ductwork, which is 2,470mm, and height of the light track, which is 2,930mm. The design team have designed all exhibition wall structures at a height of 2.9m and on an angle/slope to maximise the display space available for the gallery content.

We are looking for a Graphics contractor who can deliver a high quality, modern, innovative, and robust graphics. The Graphics contractor delivery programme will need to be interfaced and coordinated with the Fit-Out contractor (Principal contractor) programme delivery for the project. The Fit-out contractor is responsible for the coordination and overseeing of all onsite works.

The graphics for this project has been designed differently and unconventionally to provide a more visually, interesting and modern design which links into how the gallery has been designed as a whole. The shape and style of the graphics have an angled approach, to match and represent the design of the gallery wall structures.

The graphics contract for this projects will breakdown into the following requirements:

- Level 1 – Large Panel
- Level 2 – Section Panels
- Level 3 – Sub-Section panels
- Level 3 – Large Formatted images
- Level 4 – Tactile interactives description panel
- Level 5 – Case labels /In-case graphics, Rail Labels
- Level 6 – External labels
- Level 7 – Wall quotes
- Posters
- Authentic materials
- Wayfinding

For full detailed specification and graphic approach for the gallery please refer to the following documents Graphic Specification of works (Appendix J), Graphic schedule (Appendix M) and Graphic Production Approach document (Appendix N).

The delivery of the graphics will need to be produced and delivered in phases as references in the Graphic Schedule (Appendix M). This is because some element of the graphics, such as the large formatted images, quotes, authentic materials for walls, tactile interactive descriptions panels will need to be installed/fitted once the exhibition wall structures are in place, and before other structures are built or fitted in front. These elements will be delivered in line with the fit-out contractor's programme of works and interfaced with the main build for the gallery. The fit-out contractor will be responsible for detailing out a full detailed delivery programme of all works and will confirm when the above-mentioned graphics will need to be delivered, installed and fitted on site by. The other remaining graphics will be delivered at a later phase, and will be delivered, installed and fitted once all works are complete on gallery which will be towards the end of the programme of works. However as mentioned above the Fit-out contractor will provide detailed programme delivery for all elements of work. Based on the phases of work the graphics contractor will be required to install on gallery at various stages of the programme.

Prior to the graphics being produced the client team will require the appointed graphics contractor to provide samples for sign off, prior to production. The client team may also wish to carry out site visits to review the progress of the graphic production prior to graphics being delivered to site. The client team will also expect the Graphics contractor to detail and provide information on how the graphics will be transported and protected during transport to site. The client team will not accept or take receipt of any graphics which arrive to site damaged or not to quality standard. If graphics arrive to site damaged or not to quality standard, the graphic contractor will need to reproduce graphics at no extra cost to the client and will need to continue to meet the programme delivery timescales of the Fit-out programme.



## **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](mailto:Ian.Lindsay@liverpoolmuseums.org.uk)) with the subject title "Sea Galleries, Merseyside Maritime Museum, Graphics 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 between 16<sup>th</sup> to 20<sup>th</sup> September 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](mailto:Jenny.green@liverpoolmuseums.org.uk) or [Lee.Kenyon@liverpoolmuseums.org.uk](mailto:Lee.Kenyon@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	09/09/2019
2.	Site visit (if required)	16 – 20/09/2019
3.	Deadline for clarification questions	25/09/2019
4..	Responses to clarification questions issued	30/09/2019
5.	<b>Deadline for Bid Submission</b>	<b>04/10/2019</b>
6	Evaluation of the Tender Responses commences	07/10/2019
7.	Clarification meetings if required	10/10/2019
8.	Notification to unsuccessful Bidder	18/10/2019
9.	Provisional notification to Successful Bidder	18/10/2019
10.	Order Placed & contracts signed	30/10/2019
11.	Installation complete	18/02/2020

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](mailto: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, Graphics 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 forms (if applicable)

### 3.6 Evaluation

Bid submissions that pass the compliance checks will then be evaluated against the criteria specified below. During the evaluation period, NML reserves the right to call for further information from

The bid submissions will be evaluated according to the following criteria, to determine the highest scoring responses:

<b>Criteria</b>	<b>Element of Evaluation</b>	<b>Max Score Available</b>
Cost	Cost	40
Quality	Ability to deliver to programme. (Detailed resource schedule/structure including information on installation team must be submitted with tender submission)	10
	Previous experience of similar works/projects, provide portfolio of previous works/projects	20
	Additional Question no. 1: Provide detailed production and installation approach for each level of graphic panel and provide sample of each with tender submission. Please see Appendix O for details of samples to be produced.	15
	Additional Question no. 2: Provide samples and solutions for the production of high-quality solid surface substrate. Contractor to also demonstrate in the tender submission how a similar cost-effective approach/solution can be achieved for a level 2 graphic panel.	15
	<b>Total</b>	<b>100</b>
	<b>Minimum Quality Score threshold (60%)</b>	

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.

Following the deadline for bid submission, NML will evaluate and score each bidder's submission against the evaluation criteria.

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

## **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 **18<sup>th</sup> February 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 **JCT Minor Works 2016 (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) Form of Tender
- ii) Completed Sea Galleries Graphic Cost Schedule, costs to include all provisional sum and contingency (Appendix M)
- iii) Completed Specification of works/Tender Summary (Appendix J)
- iv) Management summary answers (section 4.2)
- v) All requirements referenced in point 4.3
- vi) Detailed programme of works (section 3.6)
- vii) Details of previous experience and similar works/projects (section 3.6)
- viii) Acknowledgement of NML Procurement Protocol form (Appendix E)
- ix) Acknowledgment of Standard Terms & Conditions (Appendix F)
- x) Completed and signed Tender Compliance document (Appendix H)
- xi) Signed NML H&S Questionnaire (Appendix D)
- xii) Response and samples as per additional question 6.1 (Appendix O)
- xiii) Response to additional question 6.2

## **5 Requirements Specification**

### **5.1 Requirements Detail**

For full detailed information regarding the requirements of the Graphics package, please refer to the Graphic Specification of works (Appendix J), Graphic schedule (Appendix M) and Graphic Production Approach document (Appendix N).

The graphics package contains information on the following items:

#### ***Level 1 – Panels***

Introduction panels require a high-end finish. Panel design has an angled approach. Panels to be directly fixed to the wall.

#### ***Level 2 – Section Panels***

Section panels require a high-end finish. Panel design has an angled approach, and a 2 layer feature. Panels to be directly fixed to the wall.

#### ***Level 3 – Sub Section panels***

Sub-section requires a high-end finish. Panel design has an angled approach, and a 2 layer feature. Panels to be directly fixed to the wall

#### ***Level 3 – Large Formatted images***

These are large background images for the gallery and are to be produced as one piece of wallpaper, no joints or seams. Print quality to be premium/high and all exposed edges should include corner protectors.

#### ***Level 4 – Tactile interactives description panels***

The gallery will include 7no. new tactile interactives around the two galleries. Concept idea's of the 7no. tactile interactives have been put together by the client team, refer to Tactile Concept design visuals (Appendix K). The Graphics contractor will be responsible to produce all interactive description panels for each of the interactives. Provisional sum will be included within the tender for these items.

#### ***Level 5 – Case labels / In Case Graphics***

Case Labels: Will require a solution which shows the label at an accessible height and angle. Graphics contractor to source suitable label holder. We will require a variety of sizes, depending on requirements of the case display.

In-Case Graphics: To be wrapped around a free issued backboard substrate. The backboard substrate will be free issued to the Graphics contractor by Fit-Out contractor.

Materials which don't appear on NML Approved Materials List (Appendix L) will need to go through a process called 'Odddy Testing'. Any new materials suggested for the production approach of level 5 graphics should be providing in the tender response along with specification sheet in order for testing to take place.

Graphics/labels which will be featured inside a display cases or vitrine, will need to meet the conservation requirements of the display case and vitrine performance specifications as outlined in Appendix (L).

#### ***Level 6 – External labels and Rail Labels***

External labels will be a standard rectangle and be wrapped around a durable substrate and directly applied to the wall.

Rail Labels: The gallery will feature appropriate use of authentic ship railings to separate the visitors from open display objects. The labels for these objects will be situated on these railings. A suitable approach is required which allows for a robust label to be produced and mounted to the railings. Fixing and label to be suitable for permanent gallery display. Graphics contractor to liaise Fit-out contractor for design solution to fit label to railing.

### ***Level 7 – Wall Quotes***

Wall quotes are high level quotes. These will be typically cut vinyl and applied direct to wall. A matt or low sheen finish and vinyl must be high tac. These will be installed at height and directly to exhibition wall structures.

### ***Authentic materials***

In and around the gallery we would like to include for several authentic nautical materials which can be directly printed to and applied to the main gallery wall structures.

### ***Liners & Leisure Posters***

Produce a selection of posters which will be displaying above a vitrine case. Posters to be produced on black Foamex, and displayed forward using a suitable rod system. Posters to be displayed to give the illusion they are floating. Posters to be mounted to boards and installed above the case. Installation approach will need to be discussed and coordinated with Fit-Out contractor.

### ***Wayfinding***

New wayfinding in and around 2<sup>nd</sup> floor of Maritime Museum will be required in relation to updated venue information regards new Sea Galleries display. Full list of wayfinding requirements will be confirmed upon appointment of Graphics contract. Provisional sum has been included in the tender to cover the requirements for wayfinding. Graphics contractor is responsible for the production and installation of all wayfinding requirements.

## 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.

<b>Question 1</b>	Marks Assigned: 15
Provide detailed production and installation approach for each level of graphic panel and provide sample of each with tender submission. Please see Appendix O for details of samples to be produced.	
<b>*NOTE TO ALL TENDERERS:</b> Please contact Ian Lindsay, <a href="mailto:Ian.Lindsay@liverpoolmuseums.org.uk">Ian.Lindsay@liverpoolmuseums.org.uk</a> to request high resolution artwork to produce samples.	
<b>Answer:</b>	

<b>Question 2</b>	Marks Assigned: 15
Provide samples and solutions for the production of high-quality solid surface substrate. Contractor to also demonstrate in the tender submission how a similar cost-effective approach/solution can be achieved for a level 2 graphic panel.	
<b>Answer:</b>	