

OFFICIAL – SENSITIVE: COMMERCIAL



T 01924 848806
F 01924 840694
www.ncm.org.uk

Date: 03/05/2018

Reference: PRO-TEN-005

Coalfield Conversations Audio Visual Production

TECHNICAL ASSESSMENT DOCUMENT

CONTENTS

- 1. Completion Guidelines**
- 2. Production – 35% weight**
- 3. Concept Strategy – 30% weight**
- 4. Script Drafting – 15% weight**
- 5. Focus Groups and Consultancy – 10% weight**
- 6. Non-Actors – 10% weight**
- 7. Delivery Notes**

Appendix A – General Attachments

1. Completion Guidelines

The questionnaire should be completed by a partner/director/senior manager/proposed client account manager or otherwise delegated authority subject to acceptance by the National Coal Mining Museum for England.

Please answer each question fully. The National Coal Mining Museum for England stresses the value and importance of substantiating answers with supporting documentation when requested.

The questionnaire should be completed accurately, if successful this document will form part of the contract.

The response and supporting documents must relate specifically to the tendering organisation’s policy and arrangements.

Organisations currently providing services to the National Coal Mining Museum for England must provide full details as requested and not just refer to the National Coal Mining Museum for England.

Appendices in the form of attachments, either requested in the response to a specific question or included as supporting documentation, may be included in the General Attachment area of this questionnaire but where included must be clearly labelled and cross referenced to ensure the information supplied can be assessed in full.

This document has been completed in full and authorised by

Signed _____ Print Name _____

Position _____ Date _____

Signed _____ Print Name _____

Position _____ Date _____

For and on behalf of

NB. Any breach of the above could jeopardise the validity of your tender and any future opportunity to tender to the National Coal Mining Museum for England. The National Coal Mining Museum reserves the right to seek legal counsel should any breach be detected or revealed.

2. Production – 35% weight

Demonstrate your experience in the successful design, production, editing and creation of short videos / audio visual presentations suitable for websites and living spaces.

Please include detailed information on the scope of three previous projects, the extent and detail of the works or services involved, location and value.

3. Concept Strategy – 30% weight

Demonstrate your experience in the development of concepts or delivery strategies based on pre-existing themes or projected use.

Please include by way of attachment relevant examples of work that your organisation completed in the last three years

4. Script Drafting – 15% weight

Evidence your experience in drafting scripts for projects of a similar scope.

By way of an attachment please demonstrate your ability to create working copy based on materials provided by your previous clients to ensure successful delivery.

5. Focus Groups and Consultancy – 10% Weight

Evidence your knowledge and understanding of working with focus groups and external consultation to ensure a successful implementation.

By way of an attachment please provide an outline programme for consulting with the public and in gathering feedback to influence the success of the project.

This could be in any form but should clearly illustrate the detail of recordings and how they may influence the process.

6. Non-Actors – 10% weight

As we intend to use staff / guides to populate the talking heads familiarity with and an ability to get the best performance from unskilled, untrained actors is essential.

Evidence your experience in working with both professional actors / voice over artists and also untrained staff / guides in successful delivery of audio visual presentations in line with the aims and objectives of this project..

7. Delivery

By way of an attachment please detail how you will deliver the various requirements of this project.

Will all elements be delivered by direct labour or will specialist sub-contractors be utilised?

If work is to be sub contracted please detail the organisations concerned and the vetting process you have carried out to ensure compliance with your own policies and those of the National Coal Mining Museum for England.

It would be advantageous to include how your own goals, objectives and company ethics mesh with those of the National Coal Mining Museum along with potential synergies this could bring.

This is not a scoring question and is included for information only.

Appendix A – General Attachments

Please clearly label any attachments and cross reference them to ensure the information supplied can be assessed in full.

The National Coal Mining Museum for England reserves the right to deem any attachment not clearly labelled as inadmissible.