Ministry of Housing,
Communities &
Local Government

OFFICIAL

UK HOLOCAUST MEMORIAL DIGITAL ASSET MANAGEMENT SYSTEM SPECIFICATION

1. Introduction

1.1 The curatorial vision for the proposed exhibition of the United Kingdom's Holocaust Memorial in Westminster is of a multimedia-based experience that immerses visitors in the history of the Holocaust through digital outputs.

1.2 As most of the content in this exhibition will be intangible, we require a digital asset management system that will allow us to upload, catalogue, store, share and retrieve assets according to the structure of exhibition themes and sub-themes. The digital assets will be sourced from partnering archives and museums, which will serve as the raw material for the exhibition's multimedia productions. The digital assets we will be acquiring will primarily be visual and will comprise of digitised historical photographs, artwork, manuscripts, printed records, film and audio.

2. Background

2.1 In 2015, the then Prime Minister, with cross-party support, accepted in full the recommendations of the Prime Minister's Holocaust Commission. This included the creation of a new National Memorial to the Holocaust "prominently located in Central London to make a bold statement about the importance Britain places on preserving the memory of the Holocaust". The Commission also recommended "that a new world-class Learning Centre should physically accompany the new National Memorial. This would be a must-see destination using the latest technology to engage and inspire vast numbers of visitors."

2.2 In accepting these recommendations, the then Prime Minister announced that the Government was contributing up to £50m towards the project. MHCLG was tasked with the delivery of the project, supported by a UK Holocaust Memorial Foundation appointed by the PM to provide public leadership of the project and to give independent strategic advice to the Secretary of State on the project. The Foundation is now jointly chaired by the Rt Hon Ed Balls and the Rt Hon Lord Eric Pickles. Following an extensive exploration of possible sites, Victoria Tower Gardens was announced as the chosen location for the Memorial at Prime Minister's Questions on 27 January 2016 to mark Holocaust Memorial Day.

2.3 A design competition was launched in September 2016 and a shortlist of ten design teams, drawn from almost 100 entries, was announced on 18 November. The shortlisted teams developed designs and submitted detailed

proposals on 23 January 2017. The teams were assessed by a Jury which included former Housing and Communities Secretary, Sajid Javid, the Mayor of London, the Chief Rabbi and Sir Peter Bazalgette, then chair of the UK Holocaust Memorial Foundation.

2.4 In October 2017, the former Secretary of State selected a team led by Sir David Adjaye and Ron Arad to design the Holocaust Memorial and Learning Centre to be built at Victoria Tower Gardens. The design team has worked with a range of specialist contractors and advisory bodies on further developing the design.

2.5 Significant progress has been made on design development and consideration of the content of the Learning Centre. A clear preferred option has been identified, based on a 3,258sqm building with an estimated project cost of £102m.

2.6 A planning application in the name of the Secretary of State was submitted to Westminster City Council in December 2018. Following a request from Lord Pickles and Ed Balls in October 2019, in view of the national significance of the project, the Housing Minister took the decision to call in the application, meaning the decision would be taken by the minister rather than Westminster City Council.

2.7 The memorial's core exhibition will consist of several galleries that will address both the history of the Holocaust and its complex relationship with Britain. The exhibition will feature a multimedia-based thematic narrative with interactive installations, films and testimonies, among other features created by a team of curatorial staff.

2.8 To deliver the objectives set out for the core exhibition (1.2 and 2.7), the memorial's curatorial staff and exhibition design and production team require a digital asset management system that will act as an asset repository for the exhibition. The system will allow project staff to upload, catalogue, store, share and retrieve digital assets for the exhibition according to the structure of exhibition themes and sub-themes. It is not expected for the digital asset management system to directly feed or link up to the multimedia exhibition.

3. Objectives

3.1 Collect and build a digital collection, in line with the memorial's mission statement and curatorial concept, to deliver a multimedia exhibition and learning experience within the UK Holocaust Memorial and Learning Centre.

3.2 Create a digital collection that can adapt and serve additional educational needs and outputs of the UK Holocaust Memorial, including, but not limited to, online educational content.

3.4 Create a digital collection that staff can easily access and retrieve for various educational and business activities relating to the memorial.

3.5 Create a digital collection that is scalable, with an estimated peak storage capacity of 2-3TB.

4. Scope

4.1 A web-based system where project stakeholders can login remotely (global 24h access), with technical support being provided by a third-party vendor as part of a subscription package.

4.2 A system with scalable cloud storage that can store and support a wide range of media files (common formats) that may/will be used in the exhibition: images, video, audio and documents. Supported file types would include for example:

Images: gif, bmp, jpg, tiff, png, raw, dng, svg, etc.

Videos: swf, flv, avi, wmv, mp4, mov.

Graphics: ai, indd, psd, eps, Adobe Creative Suite, Sketch, etc.

Audio files: wav, aif, mp3, mp4, aac, wma, etc.

Documents / Printed content: pdf, doc/x, xls/x, ppt/x, rft, etc.

HD files / Project files: Support HD files and project files such as Adobe Premier, Final Cut, etc.

Other file formats: Support other file formats such as .zip files.

4.3 A system where we can easily upload, manage and share our digital assets for the purpose of the exhibition project and educational activity.

4.4 A system where we can easily search and preview digital assets as part of the curatorial selection process for the exhibition. One that is specifically designed for visual content and has as an easy-to-use interface.

4.5 Once tenders have been submitted, all suppliers (who submit proposals for this requirement) will be required to conduct a face-to-face demonstration of their solution, which should give us that 'look and feel' of the system and be tailored to meet our specific requirements. Further details of when these demonstrations shall take place will be arranged once the date and time of submitting tenders expires for this requirement.

4.6 A system that can provide sophisticated content enrichment and security for our digital assets, where we can:
 a) customise and bulk edit our metadata.
 b) generate reports and thumbnail lists relating to assets for exhibition project management purposes.
c) specify access and download permissions for our assets.

4.6 The supplier will be expected to have previously worked with organisations in the cultural heritage, education or public sector.

4.7 A system that can meet and deliver the immediate requirements of the project and, within reason, is flexible enough to evolve and adapt to unforeseen project needs and requirements.

5.   Deliverables/Outputs and Performance Measures

5.1 The final deliverable will be a digital asset management system that will store the digital assets the UK Holocaust Memorial requires to develop and deliver its multimedia-based exhibition.

5.2 As part of the implementation period, the supplier must provide training and work with relevant staff members of the UK Holocaust Memorial team to ensure that the system is secure, functional and meets business requirements and objectives.

5.3 Once the contract has been issued and signed, the implementation period should be completed within a 6-week period. Once the system goes live, and appropriate training provided to Users, we will require suppliers to provide a session to review progress and discuss feedback after one month of further usage.

5.3 The supplier will be required to provide responsive, efficient and ongoing customer support via email and telephone to the client as and when needed throughout the duration of the contract. Customer support would include, but not limited to, accessible self-help resources (e.g. video tutorials and FAQ databases), day-to-day technical support, troubleshooting advice and any technical changes and improvements to the software that is within reasonable scope.

5.4 The supplier will be required to inform the contract manager (8.1) of any relevant updates and/or changes made to their service that would impact the business activity and objectives associated with the delivery of the UK Holocaust Memorial's exhibition and educational activity.

5.5 The supplier will be required to provide appropriate notification to the contract manager (8.1) regarding any scheduled and unscheduled service

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==outages due to maintenance, troubleshooting, disruptions or as otherwise necessary.==

==5.6 As part of the initial evaluation process, all potential suppliers will be required to provide information on both envisaged response and resolution time frames in connection with any service-related incidents and/or requests submitted (as outlined in 5.3, 5.4 and 5.5)==. This includes, but is not limited to the following:

KPI	Service Area	KPI description	Target
1	Service Calls	All service calls, webchats and emails shall be recorded, initial assessment carried out and preliminary investigation carried out within 2 hours of the service request being logged. If suppliers can improve on the above, we would like to hear how suppliers can meet this.	95%
2	Major incidents	All major incidents will be logged and escalated to the Digital Archivist and Data Manager within 1 hour of the incident being noticed or logged.	100%
3	Reporting	The supplier and the Authority shall agree reporting mechanisms and metrics once the contract is awarded.	Targets to be agreed with the appointed supplier
4	Supplier response times	The supplier should provide details in their response (see Question 5.1) regarding their response times once a service request ticket is raised, by the Authority. The expected response times are: Urgent: 1 hour High: 4 hours Medium: 8 hours Low: 16 hours	Targets to be agreed with the appointed supplier
5	Quarterly review meetings	Quarterly review meetings shall be held between the Authority and the Supplier to discuss service, future requirements and continual service improvements.	To be agreed with the successful supplier.

5.7 To ensure that the level of service delivered is both aligned to our needs and is formally tracked, all potential suppliers are required to provide information at the initial evaluation stage on how they intend to monitor and review their level of service throughout the contract.

6. Key Dates

It is anticipated that a procurement may start the week commencing Monday 27 January 2020 with the contract to commence no later than Monday 16 March 2020.

The contract is expected to be for a period of 3 years.

7. Contract Management Arrangements

8.1 The contract manager for this work is the UK Holocaust Memorial team's Digital Archivist and Data Manager.

8.2 All materials/outputs derived from the contract shall be the property of MHCLG.

8.3 GDPR requirements will be discussed and agreed once the successful supplier has been notified (as part of discussions to agree the wording of the call-off contract).

8. Pricing – Additional information

Additional project deliverables, which include, but are not limited to the following, to feature in cost proposal:

the purchase of any additional storage up to 3TB

access to any software upgrades and security updates

optional add-on modules

the backing-up of data

user licences

software set up assistance and project staff training

customer service and technical support by email and telephone