





 **NATIONAL MUSEUMS LIVERPOOL**

**House of Memories Website Design Specification**

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| Introduction  |  |

## Company Background

National Museums Liverpool (NML) holds in trust and safeguards some of the world’s most important 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 the main museum service for Liverpool and Merseyside; we are the North West’s largest cultural organisation and we operate at national and international levels. NML currently comprises eight museums in and around Merseyside. Entry to all our venues is free, with circa 3 million visitors per year.

NML's mission is to promote the public enjoyment and understanding of art, history and science. This is achieved through exhibitions, education, consultancy, archaeological excavation and fieldwork, scientific and historical research and building and collection care. In the past 10 years, NML has won many national and international awards for education, tourism, architecture and scholarship.

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.

## House of Memories Programme Background

*House of Memories* is a flagship award-winning projectwhich represents an integral part of National Museum Liverpool’s social inclusion mission. Created in 2012, the programme has connected more than 10,000 participants (from the health and social care sector) with an innovative dementia awareness /museum collection experience that promotes the need and value for compassion, respect and dignity in care.

Museums are experts at looking after memories and*House of Memories* is designed to provide knowledge and understanding of how information about a person’s history and life experience can be a valuable tool for positive communication. Activities include an interactive training day, access to a free object loan service and a memory app:

 <http://www.liverpoolmuseums.org.uk/learning/projects/house-of-memories/my-house-of-memories-app.aspx>

House of Memories has grown considerably since 2012. With funding from public grants (e.g. Department for Health, Health Education England) and private sponsorship, *House of Memories* has delivered training across the North West, Midlands and South East (see evaluation reports on *House of Memories* pages:

<http://www.liverpoolmuseums.org.uk/learning/projects/house-of-memories/reports.aspx>

## New Developments 2016 - 2018

National Museums Liverpool’s ambition for *House of Memories* is boundless and development is underway to tailor the training days, suitcase and app capabilities to connect with the wider community supporting people living with dementia.

* **A dedicated website** with learning resources, an online shop, and useful information, including a calendar of events
* **New App content** to provide a wider range of objects for people living with dementia.
* **Family Carers** Training Day to provide basic knowledge about the various forms of dementia and practical memory resources for family carers.
* **Acute Care** hospital based Train the Trainer model.
* **When I was Little** primary school programme to encourage children to think about their family history and the memories of grandparents and older relatives.
* **Happy Older People Network (HOP)** a network linking cultural organisations across the region with isolated older people, to improve their happiness and wellbeing through active engagement with Liverpool’s arts and cultural organisations (e.g. dance, drama, music, craft and arts).
* **Research funding** with John Moores University to explore the positive impact of *House of Memories* delivery
* **Building partnerships** with international partners in USA and Japan

## Target audience

We have a number of target audiences:

* People living with dementia (looking for information and sources of support)
* Family carers who are caring for someone who is living with dementia – needing access to information on where to get support, and how to support people with dementia to live well
* Professional care providers – health and social care providers looking for training, resources, information and links to specialist support organisations
* Health professionals – acute health providers who come into contact with those living with dementia – looking for training, information and resources
* Museum partners – from the UK and internationally – looking to get information relating to *House of Memories*, dementia friendly activities and resources
* Commissioners of training for health and social care professionals
* Policy and research professionals seeking information, such as evaluation reports that have been conducted as part of the *House of Memories* programmes
* International partners / interested parties

## High Level Overview of Additional Requirements

We would like to design a new website for the *House of Memories* project (www.houseofmemories.co.uk). The website will maintain close links with the existing National Museums Liverpool (NML) website, but will provide a platform for *House of Memories* (HoM) to build on and strengthen it’s identity and web presence; provide information for members of the public, and especially those whose lives are affected by dementia; and provide the infrastructure for the development of commercial activities through an online shop and the purchase of licences for access to digital content. For further details on the *House of Memories* project, see current webpages situated on the NML website:

<http://www.liverpoolmuseums.org.uk/learning/projects/house-of-memories/>

This tender is to provide the design resources needed to build the site. NML will be responsible for building the website itself, and all the underlying functionality.

## This Tender

Suppliers are asked to submit a formal tender for the design of the new website. Tendering is required by NMLs procurement processes that ensure that NML is adhering to Managing Public Money guidelines.

We require the tender submission to address all aspects of the design.

Please ensure Appendix A is read and all instructions followed.

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|  |  |
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| Instructions to Suppliers |  |

## Basis of tender

The Supplier is requested to propose a solution that will meet the current and future requirements of NML, as detailed within this tender pack.

This tender is not an offer to contract. Acceptance of a proposal neither commitsNML to award a contract to any supplier, even if all requirements stated in this tender are satisfied, nor does it limitNML’s right to negotiate in their best interest. NML reserves the right to contract with a supplier for reasons other than the lowest price. Contract award will be post the tender process and may be awarded without discussions or negotiations

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

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

## 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 supplier.

NML undertakes not to publicise any information obtained during this Tender process, either generally or to any other suppliers 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 supplier.

## Cost of Preparation

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

## Oral Agreement or Arrangements

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

## Independent Price Determinations

The vendor 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 vendor 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.

## Payments against a Contract Award

Under no circumstances shall the successful vendor 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 vendor is notified that the contract has been agreed by both parties.

## Questions and Additional Information

Formal queries concerning the content of this tender and the supplier’s submission should be submitted in writing by e-mail to Ian Lindsay (Ian.Lindsay@liverpoolmuseums.org.uk) with the subject title “NML House of Memories Website Design Tender”.

Questions should be received no later than Noon (BST) on 18/07/2016. All responses will be given by Noon (BST) on 21/07/2016.

Where questions are raised by suppliers and answers given clarify NMLs requirements for the tender, then these questions and answers will be shared with other suppliers 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.

## Vendor Misrepresentation or Default

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

## Target Timetable

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

|  |  |  |
| --- | --- | --- |
| **Step** | **Task** | **Date** |
| 1. | Tender issued | **06/07/2016** |
| 2. | Deadline for email Tender Questions | **18/07/2016** |
| 3. | Responses to clarification questions issued | **21/07/2016** |
| 4. | Deadline for Tender Response | **27/07/2016** |
| 5. | Meeting with preferred Suppliers | **05 & 08/08/2016** |
| 6. | Supplier selection decision | **08/08/2016** |
| 7. | Notification to unsuccessful Bidder | **08/08/2016** |
| 8. | Provisional notification to Successful Bidder  | **10/08/2016** |
| 9. | Order Placed & contracts signed | **19/08/2016** |
| 10. | Deliver Final Design | **14/10/2016** |

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

## Timing and Delivery

The supplier must provide a full submission by email. Bids should be in Microsoft Word, Excel and PDF formet. The submission must include a copy of “Form of Tender” (see Appendix B).

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 “NML House of Memories Website Design Tender Response”. If multiple emails are sent the header should indicate they are “Part x of xx”.

Tender responses must be received no later than Noon on **27th July 2016.** Any response received after this date and time may be discounted from further consideration. Any requirement that the supplier might have for proof of delivery is at the supplier’s discretion and cost.

No tender response will be opened until the deadline of Noon on 27th July 2016.

To enable an efficient and fair evaluation process this process must be strictly adhered to.

## Evaluation

The tender responses will be checked initially for compliance with this ITT and for completeness. Responses that are not substantially complete and/or complaint may be rejected. During the evaluation period, NML reserves the right to call for further information from the bidders to assist in its consideration of their responses.

The tender responses will be evaluated according to the following criteria, to determine the highest scoring responses. :

|  |  |
| --- | --- |
| **Element of Evaluation** | **Max Score Available** |
| Accessibility particularly in relation to Dementia friendly  | 20 |
| Project delivery  | 5 |
| Cost competitiveness. | 35 |
| Understanding and interpretation of brief and requirement | 20 |
| Pricing Transparency  | 5 |
| References – evidence of designing a similar solution successfully preferably within the last 12 months | 15 |
| Total | 100 |

|  |  |  |
| --- | --- | --- |
|  |   |   |

# 3. Statement of Requirements

The supplier is required to prepare its proposal and pricing based on the solution provided as well as implementation consultancy and information presented in this tender. Any assumptions that the supplier makes must be clearly stated in the appropriate section.

The costs must be fully itemised and transparent.

If the supplier 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.

## 3.1 Management Summary

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

1. A brief overview of the proposed solution including reference to any partners and third parties.
2. Reasons why NML should choose the proposed supplier and solution.
3. Summary of the supplier’s commercial offer.

##

## 3.2 Company Background

### 3.2.1 Company Details

The supplier must provide the following information:

1. The registered name and address of the company
2. Details of any holding companies
3. The date the company was established
4. The main activities of the company
5. The proportion of the total business accounted for by the proposed services
6. The number and location of offices, identifying the main functions of each
7. Insurance details (Professional Indemnity cover, Employers Liability cover, IPR cover)
8. Company accreditations (professional body accreditations and trade body accreditations but excluding awards)
9. Certifications and last audit dates, e.g. ISO9000 / 9001
10. An organisation chart that highlights those functions that would be involved in the delivery and subsequent support of the proposed services
11. The quality assurance mechanisms employed by the supplier
12. Describe any recent mergers or acquisitions
13. 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

### 3.2.2 Financial Information

The supplier must provide audited accounts for the last three financial years.

### 3.2.3 Third Party Services

The supplier must provide the following information for each of the proposed third parties that may form part of the proposed new system:

1. System name
2. Supplying vendor name
3. Product name and version
4. List of relevant clients where the supplier has provided that service

### 3.2.4 Reference Clients

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

1. Company name and address
2. Description of solution provided
3. Key contact name, title, and contact information
4. Length of the supply relationship

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

### 3.2.4 Timetable

Suppliers should present a detailed timetable for planning, review and completion for the project as a whole.

Suppliers may be called for interview on Friday 5th or Monday 8th August 2016. Suppliers will be notified by Tuesday August 2nd if they are required to attend interview.

### 3.2.5 Responses

Suppliers should present examples of work they have undertaken – e.g. links to existing sites – explaining why they are relevant to this project and why we should select you.

Suppliers should include their ideas, comments and suggestions for a design that they feel to be appropriate for the website and the House of Memories brand.

## 3.3 Contractual Considerations

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

# 4. Requirements Specification

**4.1 Design Style**

The website should be in a responsive design with a clean and simple design and be easy to use and navigate. The website must function and be usable on desktop, tablet and mobile devices.

The design must follow *House of Memories* brand guidelines (See attachment).

In particular, the *House of Memories* homepage must feature the ‘Pink House’ logo

We would like the look and feel to be contemporary, friendly and welcoming. We want to avoid being seen as stuffy or boring and appeal to our wide range of potential visitors from different demographics. Because there is a high volume of content, we would like it to be as simple to use as possible.

Focus should be placed on ease of use, particularly for those living with dementia

**4.2 Designs of other sites that we like**

<http://www.ageuk.org.uk/>

It has such a clear, simple and unfussy home page with really straightforward imagery. At the same time it manages to have a lot of useful links and the ‘tool bar’ at the top is super straightforward too. Most importantly it makes it very easy for different audiences/visitors to quickly navigate to where is relevant to them.

<http://www.contenteddementiatrust.org/>

We like this simply because of all its positive imagery showing people really can live well with dementia. Another example too of the ‘less is more’ approach to website design.

<https://www.dementiauk.org/>

This one is equally nice and clear in layout and design but also has a nice ‘friendly feel’ to it; which reflects it’s aim of ‘Helping families face dementia’. It also has clear menu headings e.g. ‘For Healthcare Professionals’ so people can find what’s relevant to them quickly and simply.

**4.3 Guidelines**

Please follow these basic guidelines

* Text should not overlay images
* Avoid splitting tasks across multiple screens if they require memory of previous actions (as pictured below).
* Make the breadcrumbs clear so that it’s easy to navigate back and forth.
* Don’t use hamburger menus, like “See menu” and “Close menu”.
* Use a “Home” button. Do not rely on having to click or tap a logo to get back home.
* Use clear buttons for sharing content that are large enough for use on tablets.
* Use clear line breaks. Clearly define sections with strong lines and headers so that the split is obvious.
* Use a large font size, or give people the option to alter text sizes, if possible.
* Use a clear sans serif font.
* Avoid using multiple fonts or elaborate designs as this may be confusing.

The website must be dementia friendly, in order to provide access to those living with dementia, and for ease of use for those non-professional carers that are seeking information, support, and links to useful services and organisations. For information on dementia friendly websites and guidelines for developing websites for people living with dementia see the Dementia Engagement and Empowerment Project (DEEP) guidelines (See attachment):

<http://dementiavoices.org.uk/wp-content/uploads/2013/11/DEEP-Guide-Creating-websites.pdf>

**4.4 Accessibility**

In addition to making the site dementia-friendly, we are also committed to making the site generally as accessible as possible. We will check work you provide for validation and for basic accessibility, following AA standards from W3C WCAG2.0 guidelines at: <http://www.w3.org/TR/WCAG/>

4.5 Requirements

We would like to you to design and provide code for a new site including templates and design elements. The key templates are:

|  |  |
| --- | --- |
| **Template** | **Description, key content and calls to action** |
| The *House of Memories* homepage | Brief sentence of what *House of Memories* is*House of Memories* logo, NML logoSupport usBook trainingDownload My House of Memories appSign up to e-newsletterFollow us on social media (Twitter and Facebook)Latest news story |
| Content page | Will need design elements including ability to includeImagesHeadingsCopyBullet pointsQuotes‘Featured’ item |
| Whats–on for professionals listing page | This includes a list of all training, events and activities, with key info about each,ImageTitleone sentence of what it isWhere (more than one date)WhenWho forFor professionals will also link to content pages, e.g. ‘Training and CPD’ and ‘Memory suitcases’.  |
| Whats-on Events & Training content page | This may not require a separate template from a general content page, but for each training course, it will need to show: Image, title, fuller description, where, when, who for, how to book (with link to booking enquiry form), additional information if needed, flag to indicate if a date is fully booked, or if a date is cancelled |
| For families | This is split into two sections* information about dementia and living with dementia
* activities, events and resources available from *House of Memories*
 |
| Forms | Donation formBooking enquiry formContact us formRenew my licence form (TBC) |
| Shop listing page | List of 25-30 shop products within 3 categories*House of Memories* resourcesMemorabilia and nostalgiaBranded giftsFor each product show image, title, price, brief description, add to basket |
| Shop product page | Individual product page to show product in more detail |
| Shop checkout/basket pageAnd confirmation of order page | Basket functionality showing products added to basketPayment options (this will link to our WorldPay for payment) |
| Trainer login page |  |
| Trainer dashboard | Training resources* Approx 7 to 8 videos
* Trainer notes (toolkit)

My licence* View my licence
* Licence expiry date
* Number of users licence covers

My trainees* Total number
* Number trained
* Number of licences remaining
* Names of who trained
* Add names

Renew my licence (link to form) |
| Trainer administration | * List of who I have trained
* List of who I will train
* Add trainees (name, email address, training date)
* Edit trainees
* Generate certificates for trainees (list of trainees, with tickbox to confirm now trained)
 |

We would like you to deliver initial visual mock-ups, including small screen examples and then, once approved, the HTML, CSS and any Javascript, other code required to implement the pages.

**4.6 Technical and accessibility requirements**

It needs to work on the following browsers:

* IE9 and later versions including Edge
* Latest 2 versions of Chrome
* Latest 2 versions of Firefox
* Latest 2 versions of Safari

We would like you to design the site using HTML5.

Emerging Technologies should be used, such as HTML5, CSS3 for styling and where relevant SVG for graphical elements. Please note that we require just the design resources needed to build the site. NML will be responsible for building the website itself, and all the underlying functionality.

There is some uncertainty at the moment as to whether we will host the site using our usual content management system (Contensis, which is .net based, more information at www.contensis.co.uk), or WordPress, so you must be able to provide standard HTML templates to allow us to use these which ever solution we choose..

**4.7** **Copyright**

Copyright for the design and assets should be assigned to National Museums Liverpool.

**4.8 Costs**

A full breakdown of all costs is to be provided. Please provide details of any potential extra costs.

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

**Appendix A** INSTRUCTIONS TO TENDERERS

1. Tenderers shall treat the details of the tender documents as private and confidential.
2. The tender response should include a completed copy of the Form of Tender incorporated in the tender documents. It should be signed by the Tenderer and returned together with completed copy of the Specification/Programme where requested.
3. Tenders should be returned by email to Tenders@liverpoolmuseums.org.uk with a header of “NML House of Memories Website Design Tender Response” so as to arrive not later than the date & time stated in the tender specification.
4. No unauthorised alteration or addition should be made to the Form or Tender or any component of the Tender Documents.
5. No Tender received after the fixed date shall be considered.
6. Tenders must be submitted strictly in accordance with the Tender Document, i.e. without qualification. Any point of doubt should be cleared with the Contract Administrator as appropriate.
7. The Employer does not bind himself to accept any tender, neither will any remuneration be paid for the preparation of the tender.
8. The Employer is not bound to accept the lowest or any tender.
9. The successful Tenderer will be required to produce for examination before the contract is signed all Insurance Policies that are relevant to the Contract.
10. Tenderers may add extra information at the end of the tender or in attached documents if they consider this to be useful and informative in relation to their proposals.
11. If the Tenderer intends sub-contracting any of the works, notice in writing must be provided detailing the names and addresses of the sub-contractors to be employed.
12. Tenderers should provide a simple summary of all costs in one place. A total cost should be provided along with a breakdown of all modular components. All costs should be clearly identified. One off costs and continuing running costs should be clearly distinguished.
13. 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 IT suppliers and manufacturers and this must be taken into account when tendering.
14. It is the Tenderer’s responsibility to study the contract documents carefully and seek clarification of any discrepancies, ambiguities or other aspects that do not appear to be clear before submitting the tender.
15. The completed Form of Tender is to be returned by email to Tenders@liverpoolmuseums.org.uk **by noon on Wednesday 27th July 2016.**

**Appendix B Form of Tender**

# WORKS: NML House of Memories Website Design

# AT: 127 Dale Street

To: The Director of Finance

National Museums Liverpool

127 Dale Street

Liverpool

L2 2JH

Sir/Madam

Having examined the Instructions to Tenderers and specification for the above works, I/We do hereby offer to execute and complete the whole of the Works in accordance with the details and the Conditions of Contract as described therein for the sum of

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and will commence work within weeks from acceptance of tender and complete the works within a further weeks.

N.B. the Tenderer must not allow for Value Added Tax in the total amount of his Tender.

The contractor will be deemed to have allowed in his tender for all incidental administrative costs and expenses which he may incur thereby.

I/We also agree that this Tender shall remain open for acceptance for three months from the closing date for receipt of Tenders.

I/We declare that we are not parties to any agreement or arrangement to communicate the amount of our proposed Tender to any other person and that we have not adjusted the amount of our proposed Tender in accordance with any agreement or arrangement to do so made with any other person.

Contractor's Name

Address

 Tel No

Signature Position

Dated this of 20

N.B. The Tender must be returned to the specified email address to arrive before

**12 NOON Wednesday 27th July 2016**