



# Kenilworth Town Council

## Request for Tender (RFT) for a new visitor experience

Issue Date: Friday 1 November 2024

Return Date: Sunday 1 December 2024 by 17:00pm BST

***Kenilworth Town Council reserves the option to widen the scope of the work required from the successful Tenderer up to a total contract value of £98,500.00 for a maximum period of 40 weeks at the originally agreed terms, conditions and prices***

## 1. PREAMBLE

### GENERAL REQUIREMENTS

Tenders are invited for the provision of a new augmented reality reconstruction of St Mary's Abbey in Kenilworth to promote Kenilworth as a visitor destination, with the aim of providing a compelling new reason for people to come to Kenilworth.

Kenilworth Town Council's detailed requirements are defined in the Specification and Implementation Plan.

### BACKGROUND

**"New visitor experience to mitigate disruption"** is a town centre stimulus programme delivered by Kenilworth Town Council. With 6 out of the 8 roads in and out of Kenilworth due to close during HS2 works in the area, there is a significant risk of the town appearing closed or isolated. This initiative, Abbey Fields Augmented Reality (AFAR), addresses this through providing a compelling new reason for people to come to Kenilworth.

In 1124 a magnificent priory was built in Kenilworth for Augustinian canons by King Henry I of England's chamberlain and treasurer, Geoffrey de Clinton. The priory was upgraded to an Abbey by the Pope in 1447. The Abbey, with its close links to nearby Kenilworth Castle, continued to flourish and make a significant contribution to the region, until it was dismantled on the orders of King Henry VIII in 1538. Today, all that remains visible of this large complex are the ruins of the gatehouse and a guest hall.

AFAR will be a visitor's experience that combines the real-world and computer-generated 3D content. The computer content includes visuals and audio to enhance the experience. The key criteria of any Augmented Reality (AR) system are that it (a) needs to be interactive, responding immediately to users as they change their view, (b) accurately register the real and virtual objects so the virtual content is overlaid in the right position, and (c) either add virtual content to the real world, or mask the real world with the virtual content.

The AFAR reconstruction of St. Mary's abbey in 1500 must include:

- A narrative linking the Abbey to Kenilworth Castle and surrounding area and the impact the Abbey had on the local people of Kenilworth in the 1500
- A high-fidelity digital reconstruction with authentic materials, furnishings, and environment
- 3D captured re-enactments (using real people) of the Canons' services and their and local people's daily tasks
- Audio of the activities, including Gregorian chants recreated by a local choir, and ambient sounds, such as from people, and livestock outside the main precinct.
- Accurate lighting models, so that the Abbey can be experienced in the lighting conditions of the day of the visit.

This is a **40-week** project. Three Work Packages are envisaged within one Workstream

**WP1: Production, Weeks 1-28**

This will include:

- Creating the computer model of the Abbey
- 3D audio recording (tasks, services, chants, ambient sounds)
- Developing User Interface (navigation, user interactions, educational elements)
- Capturing re-enactors in 3D
- Creating lighting models

**Deliverable D1 [Week 28]:** Augmented Reality model of St Mary’s abbey including canons and local people

**WP2: Deployment, testing & evaluation, Weeks 26-39**

This will include:

- Installing communications infrastructure
- Geolocating computer models within the real environment
- Testing and refinement
- Pilot study to evaluate and where necessary improve user experience

**Deliverable D2 [Week 39]:** Augmented Reality model of St Mary’s abbey including canons and local people experienced via a mobile device in situ in Abbey Fields, Kenilworth. This experience is downloaded from a dedicated website onto the user’s mobile device and the experience geolocated with ground plaques installed in Abbey Fields.

**WP3: Public launch Week 40**

This will include:

- Event to formally launch Abbey Fields Augmented Reality Visitor Experience

**Deliverable D3 [Week 40]:** Final, validated AFAR system, including an authentic model of St Mary’s abbey together with incorporated canons and local people experienced in situ in Abbey Fields, Kenilworth.

**PROCUREMENT TIMETABLE**

This procurement process is intended to follow the time-line below:

Request for Tender Issued	1 <sup>st</sup> November 2024
On-line information session	18 <sup>th</sup> November 2024 @ 14:00
Deadline for Questions	25 <sup>th</sup> November 2024 @ 17:00

Deadline for Tender Responses	1 <sup>st</sup> December 2024 @ 17:00
Presentations by shortlist contractors	10 <sup>th</sup> or 13 <sup>th</sup> December 2024
Contract awarded	17 <sup>th</sup> January 2025
Contracts starts	20 <sup>th</sup> January 2025

Please note Kenilworth Town Council reserves the right to amend this timetable.

## QUESTIONS

Any queries about this document, the procurement process, or the proposed contract itself, should be referred to: The Town Clerk, Kenilworth: [townclerk@kenilworth.org](mailto:townclerk@kenilworth.org).

**Note:** Any answers to questions asked will be circulated to all companies who have expressed an interest.

**Please note that the deadline for questions is Monday 18th November 2024 @ 17:00.**

## SUBMISSION OF TENDER

Tenders which should be received no later than 17:00 BST Sunday 1 December, should be submitted to The Town Clerk, Kenilworth Town Council, Jubilee House, Smalley Place, Kenilworth CV8 1QG, or by email to [info@kenilworth.org](mailto:info@kenilworth.org)

## EVALUATION OF TENDERS

As part of the evaluation process, Kenilworth Town Council will check your organisation's financial stability. Where trading for over 18 months the bidding organisation must have an (Equifax/ Creditsafe / NAFN) **rating of 50 or higher** which will be verified internally against your audited accounts by our finance team where necessary.

Based on the information provided by Tenderers, each submission will be evaluated based on the following combination of price and quality:

<b>Quality:</b>	<b>80 %</b>
<b>Price and costs:</b>	<b>20 %</b>
<b>Total</b>	<b>100%</b>

## 2. SPECIFICATION

Kenilworth Town Council wishes to invite qualified companies to submit proposals in line with project objectives and implementation plan to deliver “**New visitor experience to mitigate disruption**”.

This will include:

- Creating the computer model of the Abbey
- 3D audio recording (tasks, services, chants, ambient sounds)
- Developing User Interface (navigation, user interactions, educational elements)
- Capturing re-enactors in 3D, including key aspects in holographic 3D
- Creating lighting models

The specific terms of reference are:

1. To create an authentic augmented reality model of St Mary’s Abbey as it may have appeared in 1500 based on all existing evidence. This model should include all the buildings of the Abbey in 1500 clad in authentic materials, and any other buildings, including those belonging to local people, that would have been visible from the Abbey.
2. To provide the model lit realistically to reflect different times of the day and times of the year.
3. To capture the visuals and audio of re-enactments of the canons’ daily tasks and the daily tasks of local people visible from the Abbey and include these in the correct location in the AFAR system.
4. Provide a website from where the AFAR system can be downloaded onto a mobile device.
5. Allow a user to experience the Abbey and the people in 1500 in augmented reality on their mobile device based on where they currently are in Abbey Fields. The user will geolocate themselves using one of 25 stone plaque which will be mounted flush on the ground in Abbey Fields in and around the site of the Abbey.
6. To work closely with Steering Committee of the project which is led by a Kenilworth Town Council Task & Finish Group and comprises representatives of: English Heritage, Kenilworth Heritage and Archaeological Society, Friends of Abbey Fields, Warwick District Council, Kenilworth Abbey Advisory Group, Harry Sunley Memorial Project, University of Warwick, and other augmented reality and heritage experts as required.
7. To participate in scheduled Project Management meetings at least every 2 weeks and provide progress reports to these meetings.

### Timing

It is anticipated that the following timeline will apply:

Activity	Completion date
Present proposal for project plan to KTC.	10 January 2025
Deliverable D1 (Week 28)	1 <sup>st</sup> August 2025
Deliverable D2 (Week 39)	17 <sup>th</sup> October 2025
Public Launch (Week 40)	24 <sup>th</sup> October 2025
Deliverable D3 (Week 40)	24 <sup>th</sup> October 2025
<b>Payments</b>	<b>Completion date</b>
1st payment – 40% of award	Up front
2nd payment – 30% of award	Week 28 – Deliverable 1
Final payment – 30% of award	Week39 - Deliverable 2

The successful company will be expected to fulfil the following mandatory requirements:

- Will be willing to abide by the Council’s code of conduct when operating on the Council’s behalf.
- Will be able to provide proof of compliance with the Data Protection Act and General Data Protection Regulations, including at a minimum cyber essentials certification.
- Sage guarding processes for working with young people and vulnerable adults
- The Contractor will be required to minimise the environmental impacts of products or services delivered, including carbon intensity of their life cycle, where practicable.
- Will ensure that they have the following insurance certification throughout the life of the contract and for 6 years beyond the end of the contract:
  - a. Employers Liability - £5,000,000
  - b. Public Liability - £5,000,000
  - c. Professional Indemnity - £200,000

### **3. Method Statement – Contract Specific Questions**

**(THIS SECTION IS WORTH 80%)**

Tenderers should provide information which demonstrates and supports their understanding of, and ability to meet the specification(s).

**This is your opportunity to present your proposal in a convincing and evidenced manner relevant to the requirements of the service. Please refer to the Service Specification and the award criteria set out below.**

**You must answer all questions in full, if you wish your tender to be considered.**

Your Method Statement answers will be marked using the following 0 – 5 scale:

5	Superior	Exceptional demonstration of the relevant ability, understanding, experience, skills, resources & quality measures required to meet the projects aims or requirement. Response highly relevant with comparable contract value.
4	Good	A comprehensive response submitted in terms of detail and relevance and clearly meets most of the project aims or requirement with no negative indications or inconsistencies.
3	Adequate	Reasonable achievement of the requirements specified in the tender offer & presentation for that criterion. Some errors, risks, weaknesses or omissions, which can be corrected/overcome with minimum effort.
2	Below Expectations	Minimal achievement of the requirements specified in the tender offer & presentation for that criterion. Several errors, risks, weaknesses or omissions, which are possible, but difficult to correct/overcome and make acceptable.
1	Poor to deficient	Limited response provided, or a response that is inadequate, substantially irrelevant, inaccurate or misleading
0	Unacceptable	Totally deficient and non-compliant for that criterion.

**MAXIMUM 500 WORDS PER EACH QUESTION**

1. Describe the methodology you will use for this assignment, demonstrating your knowledge of augmented reality, the need for authenticity, and how you will incorporate re-enactment of the canons’ and locals’ activities in the system. (40%)
2. Give examples two similar assignments you have undertaken, showing the results you achieved and how you achieved them. (20%)
3. Provide curriculum vitae for the employees who will be working on this assignment and highlight below the most relevant areas of experience and how they will be applied for this contract. (20%)

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#### 4. PRICING SCHEDULE

**(THIS SECTION IS WORTH 20%)**

**ALL PRICES MUST EXCLUDE VAT**

Please provide a fixed price for the assignment, broken down by the cost of doing each Work Package.

Description	Detail	Cost estimate

#### 5. TERMS and CONDITIONS

Please provide a copy of your terms and conditions.

**Please see [htdl.co.uk/terms](http://htdl.co.uk/terms)**

#### 6. SUPPORTING INFORMATION

##### SECTION A Organisation Details

<b>A-1</b> Organisation Name:
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<b>A-2</b> Type of organisation (Please tick as appropriate)
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A Public Limited company	
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A Limited Company	
A Company Limited by Guarantee	
A Partnership	
A Sole Trader	
A Charity	
A Franchise	
Other (e.g: a Special Purpose Vehicle, Joint Venture Company etc <i>Please specify:</i>	

**A-2b** Are you a small or medium sized enterprise (SME\*)?

*Note: An SME has less than 250 employees and/or an annual turnover of less than 50m EUROS or a balance sheet of less than 43m EUROS.*

**A-3** Registered Office:

**A-4** Company Registration Number:

**A-5** VAT Registration Number:

**A-6** If the Organisation is a member of a group of companies, give the name and address of the ultimate holding Company:

**A-7** To the best of your knowledge, does any director or senior officer of your organisation have any personal or financial connection with a senior member of Kenilworth Town Council or Warwick District Council or any member of the Council's staff involved in this procurement exercise?

If yes, please provide details of the individuals concerned and the nature of their relationship:

## **SECTION B Experience of the Organisation**

B-1 Please provide a brief history of the Organisation and its evolution:

B-2 Please detail your organisation and management structure:

## **SECTION C References**

C-1 Please provide the details of two organisations who would be willing to act as references to demonstrate your organisation's previous experience in providing the type of service required under this contract. Please ensure that the named organisations are able and willing to act as a reference on your behalf before providing their details.

<b>Contact name and position in organisation</b>	<b>Organisation name and full postal address, telephone number and e-mail address</b>

**SECTION D Any Other Information**

D-1 Please indicate here any other information which you consider may be relevant to support your submission:

**7. CONDITIONS OF CONTRACT ACCEPTANCE**

Contract for Provision of a Digital Communications Consultant

**To Kenilworth Town Council**

I/we the undersigned DO HEREBY UNDERTAKE to provide the Service upon and subject to the terms and conditions set out in such Conditions of Contract, Specification, and the pricing and rates contained in the pricing schedule and all other Contract Documents as are contained or incorporated herein.

Signature

*Duly authorised agent of the Supplier*

(Electronic/typed signatures are acceptable)

Position held

**Managing & Creative Director**

Name and Address  
of Supplier

Dated

<p>It must be clearly shown whether the Supplier is a Limited Company, Corporation, Partnership, or Single Individual, trading in his own or another name, and also if the person signing is not the actual Tenderer, the capacity in which he signs or is employed.</p>
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**7. CONTACT INFORMATION**

Contact details of person to whom any queries relating to this enquiry should be addressed -

Address (only if different from Registered Office address):