

Digital Catapult NETV

**Immersive Producer for the UK Community
Renewal Funded 'Immex City Pilot
Programme'**

February 2022

Tender Overview: Immersive Producer

The North East Business Innovation Centre t/a Digital Catapult NETV (Digital Catapult NETV) is seeking to procure production resources for an immersive experience that will be showcased in Gateshead in June 2022. Working closely with the immersive technology team at Digital Catapult and the host venue (Sage Gateshead) the chosen third party will ensure that all requirements are met in time for the release dates. This piece of work requires demonstrable immersive production experience and will be very demanding. It requires experience of working to tight deadlines and working under pressure. We're looking for a very driven and positive individual or team that is extremely good at problem solving. The contract will be required to start as soon as possible until the end of June'22 on a 3 or 4 days a week basis.

The budget is **£40,000**.

Responsibilities include:

- Building relationships and liaising with external development teams and suppliers to make sure milestones are met.
- Day to day schedule management, ensuring changes and concerns are communicated and addressed
- Communicating progress on current and upcoming milestones as well as overall progress
- Communicating and mitigating any project risks or issues with the Production Director and other appropriate team members
- Overseeing environment design on the immersive platform
- Oversight of user testing
- Managing and reporting on budget across all elements of the project
- Revising the delivery plan as needed
- Ensuring KPIs are considered and measured to support post delivery reporting
- Providing information and assets to marketing agencies and others responsible for marketing the experience

Required Technical Experience:

The ideal individual/organisation will be able to demonstrate the following:

- Experience delivering immersive location based experiences
- Experience with delivering installations on immersive platforms; VR, AR, MR, spatial audio, projection mapping and the like. Experience delivering projects with Unreal Engine or Unity
- Background of immersive production and knowledge of the development cycle
- Experience with licensing, distribution and contracting across various IPs and platforms
- Shipped console titles, mobile titles or other immersive experiences (LBE or experiential productions)
- Strong experience of the QA process

Required Delivery Experience:

The ideal individual/organisation will be able to demonstrate the following:

- Excellent communication skills
- Detailed project planning and reporting; highly organised approach
- Proven background of managing client/ senior stakeholder relationships
- Able to motivate team members
- Able to negotiate and persuade others to obtain a positive project outcome
- Familiarity with virtual reality head mounted displays and augmented reality
- Real passion for immersive, arts, culture and other creative mediums
- Evidence of working on complex high profile public funded projects on a local and national and international scale
- Knowledge of the UK immersive ecosystem

Expected Deliverables and Outputs

The Supplier will be expected to deliver the following:

- A fully functioning immersive LBE in June 2022
- Documentation on the process

Quotations

Quotations should be kept as concise as possible. We recommend that quotations are no more than 4 sides of A4 and include:

- Previous experience
- Technical knowledge
- Methodology / approach for delivering this experience
- Breakdown of costs

Assessment of quotations

Proposals will be assessed using the following criteria:

Previous experience and results in producing immersive experiential LBE content to time and on budget.	40%
Technical Expertise - ability to demonstrate technical knowledge of immersive software and hardware.	40%
Ability to deliver - proposals to be evaluated against their plan in delivering the demonstrator experience.	20%

Timescales

Released 15th February 2022

Responses by 5pm on 1st March 2022

Assessment of proposals 2nd March 2022

Interviews (TBC) 4th March 2022

Contract Award 7th March 2022

Contract End Date 30th June 2022

Electronic version of the proposal must be emailed to **Laura Kennedy** at laura.kennedy@sunderlandsoftwarecity.com no later than 5pm on 3 February 2022

Any queries on the tender should be directed to **Alex Cook** at alex.cook@sunderlandsoftwarecity.com

Annex 1

Background - The UK Community Renewal Fund

The UK CRF is a £220m investment across the UK that will be spent between 3 November 2021 and 30 June 2022. It is a pilot fund which is being tested to help shape the UK Shared Prosperity Fund (UK SPF), the planned successor to the EU Structural and Investment Funds (ESIF). It is expected that the UK SPF will come into place soon after 30 June 2022.

The UK CRF aims to support people and communities most in need across the UK to pilot programmes and innovative approaches. CRF is set out to invest in skills, places, local business, and to support people into employment.

Delivery Partners on the Project

Digital Catapult North East Tees Valley (DC NETV) and Digital Catapult (DC) have collaborated on the bid and will be co-delivering this project. The Supplier for this particular tender will be contracted with DC NETV.

About Digital Catapult North East Tees Valley and PROTO

Delivered by Sunderland Software City, Digital Catapult North East Tees Valley (NETV) supports businesses from across the region to encourage the growth and adoption of advanced digital technologies. It helps demonstrate and explore the impact that technology can have on productivity, efficiency, and performance. Digital Catapult NETV has a wealth of experience in supporting immersive technology programmes and has led on activity at the immersive lab in PROTO since its opening in 2018.

About Digital Catapult

Digital Catapult is the UK authority on advanced digital technology. Through collaboration and innovation, we accelerate industry adoption to drive growth and opportunity across the economy.

We bring together an expert and enterprising community of researchers, startups, scaleups and industry leaders to discover new ways to solve the big challenges limiting the UK's future potential. Through our specialist programmes and experimental facilities, we make sure that innovation thrives and the right solutions make it to the real world.

Our goal is to accelerate new possibilities in everything we do and for every business we partner with the journey – breaking down barriers, de-risking innovation, opening up markets and responsibly shaping the products, services and experiences of the future.

Digital Catapult operates in the manufacturing and creative industries and specialises in four different technologies:

- Immersive (VR, AR, Haptics, Immersive Audio)
- Future networks (including 5g and IoT)
- Distributed Ledger Technology
- Artificial Intelligence

Visit www.digicatatapult.org.uk for more information.

The Immex City Pilot Programme

The project will deliver a series of interventions to support the growth of the immersive technologies sector in Gateshead. The activity will focus on component areas of need within the immersive technologies' ecosystem. The project will be delivered through three main work packages which are set out below.

WP1: Immersive Adoption Gateshead

Sectoral focused bootcamps to advance the adoption of immersive and related technologies, stimulating an increased culture of innovation across industry, and encouraging Gateshead businesses to reach their innovation potential by:

- Helping industry to overcome barriers to technology adoption
- Creating a better understanding of Return on Investment
- Embedding a culture of innovation and technology adoption across industry
- Accessing knowledge, support and advice from immersive technology experts and peers

Three bootcamps will take place, each with a sectoral focus identified through Gateshead's economic profile.

- Advanced Manufacturing
- Retail
- Creative and Cultural

WP2: Real Time and Virtual Production Skills for Industry

This pilot programme will target Gateshead residents aiming to provide skills that will give them the potential to access jobs in the sector, continue their education in technology or start their own technology business. The aim is to address the future skills gap by providing training relevant to immersive, real time technologies and virtual production. This programme will offer extensive in-person support to help to overcome the barriers faced by individuals who have a desire to work in virtual production technologies but lack the requisite experience and knowledge. The programme will upskill individuals in content creation and workflows using game engine technology and virtual production. The soft skills required to gain employment in the sector will also be addressed. Additionally, a stream within the pilot will aim to nurture a pool of immersive technology founders.

WP3: Immersive Demonstrators

As part of the Immex City pilot programme, Digital Catapult North East Tees Valley (NETV) is looking for a partner to provide the customisation and showcasing of an existing immersive content experience at Sage Gateshead during June 2022 (exact timing to be defined).

The aim of the demonstrator showcase is to bring an exciting immersive experience to the Gateshead area, supporting the reopening of the visitor economy and enabling important audience research into immersive experiences to take place.