**Special Exhibition – AV Software**

**Scope of Works and Specification**

**Project Brief**

The National Army Museum (NAM) wishes to appoint a suitably experienced AV Software company to create interactive exhibits for a special exhibition based around at the National Army Museum in Chelsea opening in March 2018.

**Included as separate documents with this tender brief are:**

* Special exhibition AV exhibit overview
* Special exhibition indicative hardware schedule

**Extent of Works**

The scope of this work package includes the following exhibits, additional detail can be found in the attached ‘Special exhibition AV exhibit overview’ document:

MTC\_AV01 Recruitment & Selection

TAS\_AV01 Kims Game

TAS\_AV02 Hostage Rescue

TAS\_AV03 Pack Your Bag

TAS\_AV04 Weapons & Kit

TAS\_AV05 Morse Code

OPS\_AV03 Iranian Embassy

The Software Contractor shall provide everything necessary for the execution and completion of the Works, in accordance with the tender scopes and specifications.

**General Comments**

Tenders will be accepted for any combination of the AV exhibits. Where tenderers submit prices for more than one exhibit, NAM will consider that tenderer for each exhibit that they have entered. Tenderers should indicate in their return whether or not they would be willing to be appointed for fewer exhibits than the total they have bid for.

**Liaison**

The appointed contractor is to liaise closely with the following to ensure the works meet all the specifications.

* Client – National Army Museum – exhibitions, script/editorial, IT/hardware and software, testing/evaluation etc. Main contact: Mr Chris Briggs (ICT Development Officer)
* Designer – MET – detail design of the exhibition including objects & graphics
* Fit-out contractor – Benchworks – installation of walling and showcases

The Software Contractor shall ensure that the Works are compatible with lighting levels, acoustic needs and other site arrangements and that picture quality and audio tracks take due note of the levels and conditions of same.

Tenderers will be deemed to have understood the extent of interfaces in returning a tender. Contractor appointed will be expected to make themselves familiar with the full extent of other exhibition works which will be let under separate work packages as close liaison will be required between all exhibitions appointed contractors to ensure the design intent is fully met.

**Overall Quality**

The AV exhibit overview is only an outline only at this stage. The successful contractor will be expected to work with the Client, Exhibition Designer, Graphic Designer, and other Software Contractors to develop final concepts and treatments for approval.

The Software Contractor shall exercise in the design, execution and completion of the works all the skill, care and diligence to be expected of a properly qualified, experienced and competent Software Contractor and should have previously carried out work of a comparable scope, nature and size to the Works.

An indicative schedule of AV hardware is attached. The items in this list will be purchased and installed by the National Army Museum. Care should be taken by the software contractor to ensure that the software will run reliably on this equipment.

**Project Management**

The Contractor shall identify and provide a person responsible for the coordination, liaison and development of the Works who shall efficiently supervise the execution of the Works using their best skill and attention. Thisperson will be responsible for the following as well as any internal roles required:

* Liaison with team
* Liaison with Client on deliverables required to meet the programme
* Attendance at progress/interface meetings as required
* Monitoring quality and consistency across the works
* Coordinating works to meet the requirements of the programme
* Confirmation of pre- and on-site programming requirements and co-ordination necessary for successful mounting and installation

If the appointed contractor needs to replace this person, the replacement person or persons must be of equivalent competence and will need to be approved by the Client.

**Programme**

The Contractor will be required to produce and work to a detailed programme within the constraints of the project programme. This programme should be compiled within two weeks of appointment.

The Client will provide initial assets shortly after appointment. The contractor will be required to co-ordinate all further Client asset delivery dates moving forward – clearly identifying requirements.

**Operation**

The Software Contractor will be required to provide staff training, prior to completion of the works, for all elements of the software systems to ensure that the Client is able to operate and maintain the software exhibits on a day-to-day basis.

The appointed contractor will be required to produce operational and maintenance instructions within 2 weeks of completion.

**Defects Liability**

Tenderers to allow for a Defects Liability Period of 12 months from opening of the exhibition.

**Approvals**

Client approval stages are an important part of the production process for all the AV elements. Approval stages are to be programmed and are to include the following as a minimum:

* Initial creative concept treatment
* Pre-production storyboard
* Pre-production graphic style
* Example animations
* Functionality, compatibility and interface with Client network and website
* Script – to include both outline script, final script and on-screen proofing
* Off-line and on-line edits and programming
* On site completed installation and programming

Due to the tight programme detailed above, it is anticipated that a number of the stages above will need to be condensed into the early stages pre- and post-appointment. The contractor will need to work with the team and communicate key deadlines for information to be passed on.

**Sustainability**

The Contractor shall ensure that their working methods, performance, operational and maintenance are as sustainable as possible. For example, where possible / necessary the Contractor should:

* Use ethical and environmentally conscious technical sub-consultants
* Contribute towards Client staff skills development
* Commit to audience evaluation and testing where required
* Consider operating costs throughout design process
* Design in flexibility where required

**Evaluation**

The testing of software content testing should be built into the programme although this will be organised and arranged through the Client.

The software contractors should support the Client in their delivery of testing sessions by providing visual material sufficient to communicate these stages, installing software prototypes on provided test hardware etc. and attendance at evaluation sessions where required etc.

Tenderers should allow sufficient time to test software and address responses into the end product.

**Content Research**

The exhibit overview outlines the content proposed for each of the exhibits. It is expected that the content will remain the same although where there are small changes a similar level of detail will be provided to the appointed contractor by the Client.

The Client will provide the further content research required according to the programme to be compiled by the appointed contractor and coordinated with the Client team.

**Editorial Approach and Script Writing**

All scripts for every software exhibit will be developed by the Software Contractor in line with the overall editorial voice of the museum. Briefing will be provided on the editorial voice and parameters for script writing. The Software Contractor will be required to work with the Client editorial teams to ensure consistency of style and application of editorial guidelines. The Software Contractors should allow time in their development process for script reviews that will be required to ensure the text is appropriate and delivers the required outcomes for audiences.

**Graphic Approach**

The Software Contractor will be required to take due note of all graphic styles, colour palettes and typographic guidelines created by others to ensure a seamless aesthetic approach between software and graphic content of the exhibitions. All graphic elements should be in line with access requirements.

**Usability and Accessibility**

Contractors will be required to deliver a consistent approach to providing access for sight or hearing-impaired visitors for all audio and audio-visual exhibits. Sound balancing is of the upmost importance especially with regards to localised audio exhibits located in close proximity to each other.

Contractors are to create interactives that:

* Provide clear navigation mechanisms
* Use contrasting foreground and background colours
* Use simple, clear and consistent layouts and instructions
* Minimise the need for repetitive actions
* Minimise the need for sustained physical effort
* Everyone can use regardless of physical abilities

**Asset Sourcing**

The exhibit overview outlines the assets that will be provided to the appointed contractor. Image, audio and footage research is underway and assets will be provided to the Software Contractor on appointment. Further assets will be provided according to the programme to be compiled by the appointed contractor and coordinated with the Client team.

**Software Contractor Generated Assets**

The exhibit overview identifies assets (footage, audio clips, images etc.) to be provided or generated by the appointed Software Contractor.

**Copyright**

The Software Contractor shall not knowingly infringe any copyright laws in the production of his works and will indemnify the Client in accordance with the terms of the Contract.

The Client will be responsible for copyright agreements for the assets provided to the software contractor. The software contractor will be responsible for arranging copyright agreements for assets sourced by the contractor.

All rights for usage of the software and imagery sourced or produced under this contract is to be for the life of the project and is to be transferred to the Client.

The museum should maintain copyright with regards to what’s produced for them. Venders should not be able to sell the bespoke solution to other parties.

**Tender Response**

**Approach**

The response should method statement detailing how you propose to complete this contract, including:

1. Proposals for managing the contract including proposed management structure both on and off site (this should include an organization chart).
2. Sequence and process of working including methods for testing compatibility, gameplay, interfaces, etc.
3. Details of how you would interface with the Exhibition Fit Out Contractor, the AV Hardware Contractor, the Employer and the Design Team during the design, creation and installation periods.
4. A proposed programme for the coordination and installation periods.
5. Strategies you would employ to ensure sufficient flow of information during the design development period.
6. A sample set of handover documentation, manuals and drawings.
7. Details of maintenance services available and costs.

**Proposed Team**

1. Three examples of previous contracts that demonstrate your ability to undertake this work.
2. Details of the skills and relevant experience of staff that would be directly responsible for delivering the services. Please also submit details of any relevant specialist knowledge they might possess.
3. If you intend to sub-contract any of this service please indicate details of the sub-contractors including a brief background of their organization and your plans for managing them and ensuring quality standards are maintained.

**Relevant Experience and Understanding of the Requirements**

a. What experience have you gained elsewhere that will be directly applicable to this project?

b. What to you perceive to be the key project risks and how will you help mitigate them?

**Tender Price**

Please complete and submit the following schedules:

a. Preliminaries Schedule for Pricing

b. Provisional Sums, Contingencies and Dayworks Schedule for Pricing

c. AVSW Schedule for each exhibit that you bid for

d. Form of Tender

e. General Summary

**Criteria on which tenders will be awarded**

In order of relevance:

1. Strength of tender. (50%)
2. Overall cost. (30%)
3. Proven experience of similar projects. (20%)

**Deadline for tenders**

All tender documents/electronic media are to be addressed to Mr J Foster - NAM Secretariat [jfoster@nam.ac.uk](mailto:jfoster@nam.ac.uk) or [tenders@nam.ac.uk](mailto:tenders@nam.ac.uk) and annotated with “TENDER DOCUMENTS NOT TO BE OPENED BEFORE 1400hrs on 22nd December 2017. On no account are the tender documents to be passed to the requesting department before the tender board date.

Address for the return of tenders:

Mr. John Foster

National Army Museum

Royal Hospital Road

Chelsea

London

SW3 4HT