



Website development

PART 1 – REQUEST FOR WRITTEN QUOTATION

INSTRUCTIONS TO DEVELOPERS

You are invited to write a Written Quotation, by the deadline stated below and the address specified below, for delivering the requirements in the Specification on the basis of the terms set out within this Request for Written Quotation.

CONDITIONS FOR SUBMITTING A QUOTATION

You are advised to ensure that you are fully familiar with the nature and extent of the contract. If you have any queries in relation to this contract, please contact Sarah Younas, Digital Programmes Officer on (0191) 277 2324 or sarah.younas@twmuseums.org.uk . Please note that no information whatsoever will be disclosed or discussed in relation to price.

In addition to providing a quotation, developers are invited to include a detailed pricing submission of the Quotation for consideration if they consider it appropriate to do so or where Tyne & Wear Archives & Museums (TWAM) has requested this as part of the Specification.

You are also invited to submit your proposals as to how you will perform the contract. TWAM will evaluate your Quotation on the grounds of your proposals and price in accordance with the evaluation criteria listed below.

It is your responsibility as a developer submitting a Quotation to obtain for yourself, and at your own expense, all information necessary for the preparation of your Quotation. TWAM will not pay any fees or expenses whatsoever for submitting a Quotation.

In the event that you are successful in your Quotation submission, we will contract you in accordance with our terms and conditions as attached. Please note that TWAM will contract only on its own terms and conditions. Any amendments to these terms and conditions will be made only with the agreement of the Newcastle City Council's Legal Services Department.

Quotations must be submitted for the entire scope of the contract as detailed in the Specification. Quotations for only part of the Specification may be rejected as an invalid submission.

TWAM may at its absolute discretion extend the closing date and time specified for the receipt of Quotations, or invite variations to the Specification but will do so in writing to all developers.

TWAM reserves the right to reject all unrealistically low or high Quotations that it receives.

TWAM reserves the right to award the contract in lots (if identified) or not award the contract at all.

TWAM reserves the right to reject a Quotation where this form has not been correctly completed or returned. An official Order will be sent in the event that we accept your Quotation.

By submitting this Quotation, you agree to keep your price at the amount stated below for at least ninety (90) days.

EVALUATION

TWAM will evaluate the Quotations on the most economically advantageous terms which are as follows –

Value for money (10%)

Strength of proposals to comply with TWAM's Specification (60%)

Acceptability of pricing proposals (10%)

Demonstration of commitment, reliability and flexibility (20%)

Please respond by email within 3 days of receipt of this email to:

sarah.younas@twmuseums.org.uk stating your intention to submit a Quotation or otherwise.

QUOTATION SUBMISSIONS

Please return:

1 email submission to sarah.younas@twmuseums.org.uk

2 hard copies of your submission and all supporting documents in a plain sealed envelope to

Sarah Younas

Digital Programmes Officer

Tyne & Wear Archives & Museums

Discovery Museum

Blandford Square

Newcastle upon Tyne

NE1 4JA

QUOTATIONS MUST BE RECEIVED NO LATER THAN 5PM ON MONDAY 15 JANUARY 2018

CHECKLIST

You should ensure that you have carried out the following tasks before submitting a Quotation:-

- You have read and understood the specification and the terms and conditions. If you did not receive these, please contact the officer who issued this Request;
- You have signed and dated the declaration below;
- You have submitted a price for performing the contract and, if requested, a detailed pricing schedule;
- You have submitted your proposal for performing the contract.

Please confirm whether you are submitting a Quotation as a company or a freelancer.

Company

Freelancer

DECLARATION

By signing this Quotation, by returning the completed Quotation to the Council in accordance with this Request for Written Quotation, I/we hereby agree to Newcastle City Council's terms and conditions of contract printed overleaf.

I/we have not fixed or adjusted the amount of the Quotation or the rates or prices quoted due to any discussions or arrangements with any other firm or organisation.

The Quotation submitted to comply with the Specification set out within the TWAM Request for Quotation is:-

£ **(excluding VAT)**

Signed:

Date:

APPENDIX 1 – Specification

1.1 Invitation to Tender

Tyne & Wear Archives & Museums wishes to appoint a web developer to build an online user-centric, interactive experience ('virtual exhibition') for 'A History of the North in 100 Objects' which will support the wider North engagement with the Great Exhibition of the North (GEOTN) by showcasing the incredible heritage held and interpreted in collections across the museums of the North.

This document contains information on TWAM, the proposed project and the services required, together with Instructions to Tenderers and our terms and conditions.

Throughout this document, the term 'Contractor' is deemed to mean the provider of the service.

Tenders are to be returned in accordance with instructions set out in this document.

1.2 Tyne & Wear Archives & Museums

Tyne & Wear Archives & Museums (TWAM) is a major regional museum, art gallery and archives service. We manage a collection of nine museums and galleries across Tyneside and the Archives for Tyne & Wear.

We are supported by the five local authorities of the area and Newcastle University. TWAM is also a Major Partner Museum funded by Arts Council England and has core museum funded status.

We hold collections of international importance in archives, art, science and technology, archaeology, military and social history, fashion and natural sciences.

TWAM has been awarded funding from Arts Council to act as a Bridge organisation. The only museum service to take on a Bridge role, TWAM is one of 10 Bridge organisations across the UK using their experience and expertise to connect children and young people with art and culture.

TWAM also delivers the Museum Development programme for the North East. The programme is a comprehensive, effective and collaborative response to the needs of museums in the North East and the communities they serve. As a result TWAM supports a total of 55 museums operating in the North East.

1.3 The Great Exhibition of the North

The Great Exhibition of the North will be the largest event in England in 2018 and a game-changing moment for the North. It will reveal to the world how the North of England's great art and culture, design and innovation has shaped all our lives and is building the economy of tomorrow. The dramatic story of the North, told in imaginative and powerful ways, will instil local pride and inspire people to pursue exciting lives and careers in the North. By attracting visitors from near and far, it will

transform global perceptions of Northern England and showcase the opportunities and possibilities available to all.

Engaging and inspiring a global audience of three million plus, the free Exhibition will demonstrate the North's trailblazing role in shaping the world today with a programme which will surprise, delight and excite audiences from across the UK and beyond.

Using the city as its stage, three walking routes across NewcastleGateshead will be complemented by an opening programme against the iconic Quayside backdrop, a summer camp for families, a business expo and will culminate with a memorable closing event.

Throughout the summer of 2018, the Great Exhibition will actively engage communities and innovative businesses across the North, and by forging new partnerships across the world, it will enhance the profile of the North nationally and internationally, inspiring people to work, study and invest in the North of England now and into the future.

1.4 Background to the Project

In 2012, museums, galleries and archives in the North East were invited to nominate objects from their permanent displays that contribute to the history of creativity and innovation of the region. A curatorial team then selected the top 100 which were displayed as a virtual exhibition at www.100objectsne.co.uk telling the stories of the objects to illustrate the richness that comes from the region and its peoples, such as the creation of railways, the flourish of artistic life, the drive for social reform and the sheer breadth and quantity of world renowned inventions.

TWAM runs the Museum Development programme for North East England on behalf of Arts Council England. As part of GEOTN the Museum Development programme will work with colleagues in the Yorkshire and Humber and the North West Museum Development teams to invite every museum across the North to nominate an object from their permanent displays that respond to one or more themes of the GEOTN. A curatorial team will select the top 100, ensuring a mix of location, object type and chronology. Upon selection, chosen museums will then supply a high-quality image of the object for use in the 'virtual exhibition.'

2 Aims of the Development

TWAM has a renowned track record in delivering successful and innovative collections interfaces, winning Museum of the Year 2016 at the Journal Culture Awards and being a finalist for the Museums + Heritage 2014 Innovation award for Collections Dive (<http://www.collectionsdivetwmuseums.org.uk/>) an alternative interface designed to inspire a more prolonged and open-ended collections browse.

TWAM is looking to work with an experienced web developer to build an online user-centric interactive experience ('virtual exhibition') for 'A History of the North in 100 Objects.'

2.1 We would expect the successful Contractor to:

- Develop an online user-centric, interactive experience that will inspire diverse audiences to search for and actively engage with prominent Northern objects and GEOTN themes - we are looking for playful, radical and new approaches to exploring the objects that do not rely on text based search. This could include (but is not limited to) sketch based search, colour based search, map based exploration through tags etc.
- We would like the core functionality of the website to remain as a gallery view that will still include a high quality image, artefact details and links through to each museum's online collection provision.
- Use full GEOTN branding. We accept that certain changes may need to occur in order to accommodate other essential functions. Images and text will be provided by TWAM.
- Develop a highly accessible website that strives to meet the best practice Triple 'AAA' standard. The website must follow W3C Web Accessibility Initiative guidelines <http://www.w3.org/WAI>
- Create a responsive experience for multiple devices including desktops/laptops (PCs/Macs), tablets, smartphones etc. content must be optimised according to the needs of people using these devices.
- Use a Content Management System (CMS) that will enable non-technical staff to maintain the website easily and efficiently. We are looking for the service provider to recommend a system that they are experienced in working with and developing. The CMS must also be a reusable framework for future projects, for example if we decided to develop 'The History of the North in 100 Places' or similar spin-offs. Any costs related to the CMS (including licenses and training) must be included with the contract.
- Provide hosting and delivery of the service from April 2018 to the end of the GEOTN (September 2018) and in addition a maintenance agreement for a further 5 years (minimum). Any costs relating to hosting and maintenance must be included with the contract. TWAM will manage the purchase and renewal of the domain.
- Optimise the website for search engines. The website should appear first in a Google UK search.
- Advise on appropriate web hosting to ensure that the requirements of the specification are fully met. This must include –
 - Data back up
 - Firewall support
 - Virus protection

Examples of other interactive experiences from similar organisations which have features that we like include:

- The Museum of the World – British Museum <https://britishmuseum.withgoogle.com/>
- ArtLens – The Cleveland Museum of Art <http://www.clevelandart.org/artlens-gallery/artlens-wall>
- X Degrees of Separation – Experiments with Google https://artsexperiments.withgoogle.com/xdegrees/8gHu5Z5RF4BsNg/BgHD_Fxb-V_K3A
- Cooper Hewitt collections search by colour <https://collection.cooperhewitt.org/objects/colors/>

3 COPYRIGHT

- 3.1 TWAM will retain copyright ownership of existing TWAM content and participating museums will retain copyright of the content they supply to this project.
- 3.2 TWAM will retain copyright ownership of, and the appointed contractor agrees to irrevocably assign and convey to TWAM all rights, title and interest in the same, the following material; images, collections, information to be created in the development of the web resources and to include any and all of the following: (HTML code, source code, Java code, computer code in any languages, images).
- 3.3 TWAM however, grants the appointed contractor a royalty-free, worldwide, perpetual, irrevocable, non-exclusive license, to use, reproduce, distribute, modify, publicly perform and publicly display its existing TWAM Content and TWAM's Components (if any) for the sole and limited purpose of use in the appointed Contractor's portfolio as self-promotion and not for direct commercial sale.
- 3.4 The appointed Contractor will retain copyright ownership of existing tolls, such as (source code, pre-existing code, scripts, stock images).
- 3.5 The appointed Contractor, however, grants to TWAM a royalty-free, worldwide, perpetual, irrevocable, non-exclusive license, with the right to sub-license through multiple tiers of sub-licenses, to use, reproduce, distribute, modify, publicly perform and publicly display the Contractor's Components and Non-specified Components in any medium and in any manner, unless such rights are specifically limited by this Agreement. This license includes the right to modify such copyrighted material.
- 3.6 For the purposes of this agreement "copyright" shall be deemed to include copyright, trade secrets, patents, trademarks, and other intellectual property rights.

3.7 If any third party content or tools are used in development the appointed Contractor shall be responsible for obtaining and/or paying for any necessary licenses to use third party content.

4 Timescale

15 January 2018 – Submission of Tender

22 January 2018 – Shortlisted candidates invited to present their ideas

29 January 2018 – Contractor appointed, initial meeting

Mid-February 2018 - Pre production: prototype designs agreed

Late February/March 2018 – User testing of prototype

March 2018 – Full production

May 2018 – User testing, system fixes, soft launch

1 June 2018 – Delivery of finished product

5 Submitting a tender

Your tender should include:

- An outline of the proposed approach
- Track record of delivering similar or related work
- Outline of proposed key milestones for the project
- Details of the key personnel to be involved (including CV)
- Costs to be charged (excluding VAT) and day rates of all personnel involved. Additional charges should be itemised.

6 Budget

The maximum budget allocated to the development of the website including ALL associated costs is **£20,000**.