



INVITATION TO TENDER (ITT)

**HAMPSHIRE CULTURAL TRUST
EXPERIENCE ANGLO-SAXON WINCHESTER PROJECT
IMMERSIVE EXHIBITION DESIGN SERVICES**

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1. Definitions

“Contract”	The contract to be entered into by HCT with the successful Tenderer(s).
“Contractor(s)”	The Tenderer(s) selected to enter into the Contract with the HCT.
“Contract Period”	The duration of the contract.
“Tender”	The proposal(s) submitted by the Tenderer(s) in response to this ITT.

2. Contact details

Contract Description	Experience Anglo-Saxon Winchester Immersive Exhibition Design Services
Contract Period	10 months
Contact Point	Sinead Chan, Project Coordinator, Hampshire Cultural Trust via Email: sinead.chan@hampshireculturaltrust.org.uk

3. Procurement timetable

Key event	Date	Owner
Invitation to Tender (ITT) issued	13/07/21	HCT
Confirmation of Intention to Tender	30/07/21	Tenderer
Site visit for tenderers	On request	HCT
Clarification deadline	12:00 hrs on 03/08/21	HCT
Deadline for receiving tender documents	12:00 hrs on 05/08/21	Tenderer
Shortlisting	06/08/21	HCT
Tender presentations	23/08/21	HCT
Approval and notification of contract	w/c 23/08/21	HCT
Contract commencement	30/08/21	Contractor

4. Submission of tender documents

All communications and tender submissions are to be sent via email to the Project Coordinator Sinead Chan sinead.chan@hampshireculturaltrust.org.uk.

Please confirm your intention to tender via email to the Project Coordinator Sinead Chan by 30 July 2021.

Please note that the appendices forming part of this ITT require a Non-Disclosure Agreement before release. An NDA form will be sent to tenderers on confirmation of intention to tender and the appendices will be provided on signing of the NDA.

Appendix 1 – Prequalification questionnaire (PQQ)

Appendix 2 – Schedule of requirements

Appendix 3 - Interpretation concept plan

Appendix 4 – Measurement survey

Appendix 5 – HCT brand guidelines

Appendix 6 – Tender questions for response

Bids from both, multi-disciplinary organisations and specially formed collaborations, are encouraged, but all organisations involved must be identified in the response to the ITT. A lead person for each tender with whom HCT can contract must be provided.

If you have any questions or require any clarification regarding tender specifics, please email the Project Coordinator Sinead Chan by the Clarification Deadline. Following such clarification requests, HCT may issue a clarification change to the tender information that will apply to, and be shared with, all tenderers submitting a tender response. Queries received after the Clarification Deadline will not be answered.

Completed tenders should be submitted by 12:00hrs on Thursday 5 August 2021. Responses should be submitted in an electronic format.

Site visits are available on request to sinead.chan@hampshireculturaltrust.org.uk.

5. Overview of the project

Hampshire Cultural Trust (HCT) was established as an independent charity in 2014 to promote Hampshire as a county that offers outstanding cultural experiences to both its residents and visitors.

From museums to galleries and arts centres, we manage 23 attractions across the county that were previously operated by Hampshire County Council and Winchester City Council. We run a varied programme of exhibitions, workshops, classes, events and projects for both young and old, in schools and in communities, with particular emphasis on reaching people who are vulnerable or disadvantaged and would not normally be able to access arts and culture. In addition, we care for 2.5 million objects that relate to Hampshire's rich and internationally important cultural heritage. A copy of our Annual Report and Financial Statements for the period ending 31 March 2020 is available via HCT's website www.hampshireculture.org.uk/.

The development of Winchester as an international cultural and heritage destination is a strategic priority for HCT. In 2018 we introduced a dedicated team, referred to as Destination Winchester, to operate City Museum, Westgate Museum, and City Space and The Gallery at Winchester Discovery Centre and work with partners and stakeholders to drive forward its ambition for Winchester.

The success of Destination Winchester is dependent on developing a strong creative and heritage identity for the city. Winchester was England's first royal city. During the 9th to 11th century it was a centre for learning, art, religion, trade, and law making. Surviving artefacts show how people came to Winchester from across the globe, bringing new ideas and ways of life that have shaped who we are today. This is a story of international relevance, but the current presentation is neither cohesive nor accessible and the general public is not aware of its significance.

We have a long-term ambition to build the UK's first attraction dedicated to the Anglo-Saxon heritage and the development of the English culture and identity. It will see artefacts, archaeology, digital interpretation and stories brought together in one permanent site in the heart of the city of Winchester.

From May 2022 Winchester will be home to a new immersive cultural experience created through a cross-sector partnership. Three interconnected project strands make this collaboration between commercial and non-profit partners unique:

- A ticketed immersive experience which blends real action with video projections, storytelling and real objects. A strong emotional narrative will engage visitors in new and unexpected ways.
- A city-wide walking tour app which continues the story started in the exhibition and is delivered using interactive Augmented Reality (AR) and Mixed Reality (MR) technology.
- The use of objects from Winchester's Anglo-Saxon collection in an educational video game where players can explore the world free of conflict.

Hampshire Cultural Trust Limited and its subsidiary Hampshire Cultural Trading Limited is seeking a professional and experienced design company for the ticketed immersive experience, including AV and live storytelling elements, which will become the test case/prototype for a Winchester Anglo-Saxon attraction in the future.

The ticketed immersive experience will be in a shopping centre unit in Winchester and the premises are arranged over ground and first floors. The approximate net internal floor areas are as follows:

- Ground Floor - 298.40 square metres
- First Floor - 460.51 square metres

We have developed the financial model based on our experience of comparable museums/attractions and our financial knowledge of a range of similarly sized and charged heritage attractions in the city. We anticipate that we will achieve minimum 50,000 visitors p.a.

The following assumptions have been applied to the financial model:

- 50,000 visitors in Y1 and 55,000 visitors in Y2
- Adult ticket priced at £13.50 and family ticket (two adults and up to three children) at £38
- Ticket price includes full access to the app
- Tickets offer unlimited access to the experience for 12 months
- The visitor split is: 65% adults, 35% children (up to 15 years old)
- Retail SPH is modelled at £1.50 with a profit margin of 50%
- The attraction will be open 7 days a week; Mon-Sat 10am-5pm, Sun 11am-5pm; closed on Christmas Day, Boxing Day and New Year's Day only, as per all HCT operated Winchester venues
- The staffing model is based on the above operational hours and assumes 5 members of staff on site at any one time. It will require 8.4FTEs; 1FTE Duty Manager, 6.9FTEs Team Members and 0.5FTE Senior Marketing Officer

6. Requirements from successful tenderer

A professional and experienced design company for the ticketed immersive experience will be responsible for the fully integrated design of the new immersive exhibition visitor attraction in its

entirety, including AV and live storytelling elements, as well as supervision of the installation to HCT's requirements, inclusive of but not limited to:

- Pre-concept research and cost estimations, working with HCT staff and consultant historians to develop storylines and individual theme/topic areas fully integrated with the digital assets provided by partners and as the integral part of the immersive exhibition.
- Working with the digital assets provided by our partner to create the final AV content for the exhibition.
- Working with HCT to develop the overall look and feel of the immersive exhibition experience and in line with HCT-led development of the branding and within brand guidelines.
- The design scope is to include the whole experience, from entrance and welcome area through to the exit via the gift shop.
- Consideration must be given to visitor flows and the handling of crowds at peak times, while at off-peak times the venue does not overwhelm or intimidate the visitor.
- Development of the concept and detailed and technical designs based on the interpretation concept and parameters set by HCT and partners.
- Develop a plan for all types of display items: collection items, graphics items, media ideas.
- Detail the AV & IT hardware requirements, interactives and lighting requirements and identify any Health and Safety implications.
- Provide a brief to enable the consultant architect to produce construction drawings for any on-site construction work required.
- Final scripts and character development.
- Detailed floorplans, elevations and graphic designs for fit out, as well as print ready graphics for interpretation panels, collections labels, interactives instructions and associated templates.
- Development of a lighting concept for the immersive exhibition integrated into lighting design for the entire venue including display lighting, display case lighting and lighting for the supportive structure of thematic areas, considering conservation and safety-related requirements and in observance of sustainability and energy efficiency.
- Development of interactive installations
- Development and integration of appropriate tools to capture visitor feedback
- Development of briefs for packages of works for suppliers to carry out works inclusive of fit out, AV hardware and lighting provision.

The estimated total period for the contract is 10 months (an additional 6 months will be to close out any defects during the period included within the build contracts).

7. Skills required

The Tenderer should have:

- A proven track record of developing large scale immersive museum exhibitions or visitor attractions and particularly those that use projections to contribute to the immersive experience.
- Experience of working closely alongside client teams (curatorial, learning and conservation staff) to deliver a well-coordinated and outstanding final scheme.

- Understanding of and empathy for the key themes as outlined in the interpretation concept.
- Experience of fulfilling the role of Lead Designer under CDM2015.

8. Project timetable

The planned timetable for the project is as follows:

July and August 2021 – Procurement and kick-off meetings

September 2021 – Concept design

October to December 2021 – Detailed and Technical designs*

November and December 2021 – Construction works on site

January to April 2022 – Off site production and on site fit out

End May 2022 – Immersive exhibition open to the public

* Liaising with our consultant architect, General Arrangement plans will be prioritised during this phase, allowing ample time for the on-site construction work to be carried out (e.g., installation of lift for public use).

The timetable is challenging but is essential to meet the peak operating opportunities commencing May Half Term 2022. Interested parties will need to demonstrate an ability for accelerated design development and effective management of installation, for example by using as much advanced prefabrication as practical.

9. Set up costs and design budget

Tender applications are invited in the region of £40,000 excluding VAT. Please see below for a breakdown of the project budget available for delivering the design-related aspects of the project. Please note that consultant historian, marketing, fundraising and branding costs are accounted for in the broader project budget and are not included as they are not specifically relevant to this tender.

Expenditure	NET (not including VAT)	Owner
Venue fit out and exhibition	£265,000	HCT (Contractor to provide briefs for work packages and oversee installation)
Physical venue changes (within the scope of building works a lift must be installed to allow for public access to the upper floor)	£110,000	HCT (Contractor to prepare design and brief)
IT infrastructure	£15,000	HCT
Consultant architect	£5,000	HCT

10. Award Criteria and Tender Evaluation

On receipt of the tender responses, a shortlist will be compiled, and successful tenderers will be invited to present their proposals to the tender panel.

The evaluation criteria and weighting will be as follows:

Quality assessment 60%

The qualitative assessment will be made by reviewing the tender against the requirements of this ITT and will take into account:

- Relevant qualifications, skills and experience
- Understanding of the brief
- Quality of proposal and approach

Any tender responses not meeting mandatory requirements will be rejected in full at this point and will not be assessed or scored further. Tender responses not rejected will be scored by the HCT tender panel for all criteria.

Price evaluation 40%

Please be careful to properly cost for the stated requirement in the tender and provide pricing explanations that help the tender panel to understand how you priced your tender.

11. Confidentiality

Please note that the appendices forming part of this ITT require a Non-Disclosure Agreement before release. An NDA form will be sent to tenderers on confirmation of intention to tender and the appendices will be provided on signing of the NDA.

HCT will not disclose to any third-party information that is supplied in tenders that is marked as confidential. All other information supplied by bidders to HCT will similarly be treated in confidence except that references may be sought from banks, existing or past clients, or other referees submitted by the tenderer. Please note we will be asking for references as part of our due diligence.

12. Structure and format of response

Responses to this tender document will be used to evaluate and score the different sections of each proposal received. All parts of this section are deemed essential and require response:

- Pre-qualification questionnaire and accompanying financial information
- Pricing proposals
- Relevant qualifications, skills and experience
- Past performance
- Approach to sustainability and ethics

Please make reference to your guidance materials, service level agreements and standard documentation where applicable in your answers to this ITT. Please supply relevant documentation with your submission. You are asked to answer questions fully to allow easy comparison between the responses of different tenderers in making the assessment.

Any tender not conforming to this requirement is likely to be disqualified.

The response should be presented in A4 format with an easily readable font style and size.

Tenderers should describe how they will approach the implementation and performance of this contract with particular regard to the requirements outlined in Appendix 2 Schedule of

Requirements. Contractors should outline their proposals for on-going quality control during the project and how they will remedy any failures.

Contractors should describe the resources that they will be deploying on this contract if they are successful, stating whether any staff resources are currently in place or will require to be recruited. They should also give indications as to the background and knowledge of key personnel who will be deployed in the delivery of this contract.

Explain any sub-contract arrangements that you will depend on to deliver the contract and explaining how you will manage this/these relationships with other stakeholders (if any).

Any lead times between award of Contract and start of Services should be highlighted.

Successful tenderers will be invited to discuss their applications followed by a Q&A session with the tender panel via an MS Teams video call. Key questions will be circulated in advance of the call.