

# Invitation to Tender

October 2011

## Summary

Momentum / Digital Circle invites tenders for the creation of a mobile app showcasing the cultural activities supported by the Ulster Council GAA and Comhaltas. The app also has a commercial objective of encouraging tourism and generating wealth in the region.

## Background

### DCAL

The Department of Culture, Arts and Leisure (DCAL) is the NI government lead on the creative industries. The Department is also responsible for a diverse portfolio including arts, creativity and linguistic diversity. DCAL is launching an initiative, supported by Momentum / Digital Circle, to encourage companies to use arts and culture as a source of content for mobile Apps. This pilot seeks to harness the innovation and entrepreneurial potential of the region's culture, arts and leisure base and inspire new creative content, products, services and experiences for the digital age.

### Ulster Council GAA

The GAA is Ireland's largest sporting, cultural and community organisation, with over one million members and over 2,750 Clubs throughout the world. Within Ulster there are some 580 Clubs and units, involving around 250,000 volunteers. As the governing body for the GAA in the Province the Ulster Council works in partnership with the nine GAA County Committees to promote, enhance, develop and strengthen gaelic games and associated activities at grassroots level. Scór is a GAA competition that promotes Ireland's traditional pastimes and culture. Scór covers all aspects of Irish culture including dancing, music and language as well as GAA history.

### Comhaltas

Comhaltas Ceoltóirí Éireann is the largest cultural movement concerned with the preservation and promotion of traditional Irish music, culture, arts, language and community throughout the world. Founded in 1951 Comhaltas has grown to become very much an international organisation, providing opportunities for young people in particular to enjoy and participate in the traditions that have been passed down through the generations. The Dún Uladh Cultural Heritage Centre serves as a regional centre, covering most of Ulster, for those who wish to develop a deeper awareness of Ireland's ancient cultural heritage. Many events and workshops include traditional music, song, dance, storytelling and crafts and Irish language classes.

Further information on Ulster Council GAA and Comhaltas is appended to this

document.

The partners seek proposals to develop a mobile app, which will support the promotion of the cultural activities of the Ulster Council GAA and Comhaltas and which will integrate fully with existing communication channels, including websites, utilised by both organisations.

## **App Requirements**

Broad requirements for the app are as follows:

- To provide information on both organisations so as to promote understanding of culture and values.
- To increase awareness and attendance at cultural events through promotion of activities that are going on across both organisations including games, Scór competitions, Comhaltas events, concerts, classes, sessions and Fleadhanna to both domestic followers of both organisations and those visiting the island.
- To deliver news from both organisations via links to existing information sources.
- To provide a platform to support both organisations working in partnership to promote cultural activities.
- To provide main contact details for both organisations plus a branch or club locator with contact details for these.
- To encourage and support users to register for further updates and information.
- To promote competitions.
- Provide support for sponsor adverts.
- Bilingual support for English and Irish languages.
- Ability to process and display pictures and video
- Support links to Facebook and Twitter.

The tourism opportunity generated by the app is also of particular importance to the partners and the Northern Ireland Tourist Board and Tourism Ireland will make information available on various facilities including:

- Transport.
- Accommodation.
- Food & drink.
- Events.
- Other attractions.

This information, and other complementary sources, should be accessible, on the basis of location of the user, as an integral part of the app.

## **Proposal**

Proposals must take into account the following conditions:

- App delivery will be in agreed phases. Delivery of the final phase must be on or before 31<sup>st</sup> March 2012.
- The proposal should identify the mobile platform or platforms to be supported by the app.
- The proposal must include twelve months support following final delivery.
- The proposal must include training for in-house IT staff on the operation and support of the app.
- Ownership of the app and it's codebase will transfer to one of the partners commissioning the app.
- Appropriate code standards should be adhered to.
- The successful tendered is expected to enter into a contract for development and support with Momentum.

## **Additional Information**

The details supplied above represent a broad outline of the requirements of the project. The successful company will work with the partners in the early stages to fully define the detail of the project, and weighting will be given to those companies that show vision and imagination in their proposals and an ability to demonstrate a close and on-going relationship with the partners during the length of the project.

Each company should submit a written proposal, no longer than 10 pages of A4 that demonstrates prior experience in the required areas, creative ability, understanding of the brief and the capacity for imaginative thinking. In addition, sufficient detail to allow the proposal to be evaluated against the criteria outlined below must be supplied.

A shortlist will be drawn up of companies that will then be asked to make a presentation, details of which will be supplied at the time.

The project has a maximum budget of £20k

Momentum/Digital Circle welcomes bids from companies or collaborations between companies or individuals based in Northern Ireland. In the case of collaborations, one party must be named as the lead partner.

## **Criteria**

Companies will be evaluated taking the following criteria into consideration:

Criteria Weighting	(%)
Approach	25
Understanding needs	25
Innovation	25
Experience and ability to deliver	25

## **Workshop**

A workshop will be held at the Radisson Blu hotel, Belfast on Monday 24<sup>th</sup> September from 09:30 to 12:00 where companies, interested in responding to this invitation to tender, will have the opportunity to discuss the proposed app with the partners.

Those wishing to attend the workshop should register at:

<http://www.eventbrite.com/event/2319832682>

**Closing date for submissions will be 17:00, Friday 11<sup>th</sup> November 2011**

Applications should be submitted to [tenders@digitalcircle.org](mailto:tenders@digitalcircle.org) in Microsoft Word (.doc), Open Office (.odt) or PDF format.

## **Appendix – Information on Ulster GAA and Comhaltas**

### **Who is Ulster GAA**

The GAA is Ireland's largest Sporting, Cultural and Community Organisation, with over one million members and over 2,750 Clubs throughout the world. Within Ulster we have some 580 Clubs and units, involving around 250,000 volunteers. As the governing body for the GAA in the Province the Ulster Council works in partnership with the nine GAA County Committees as well as the Ulster Councils for Ladies Gaelic Football, Camogie, Handball and Rounders. We do that to promote, enhance, develop and strengthen gaelic games and associated activities at grassroots level.

The GAA Mission: "The GAA is a community based volunteer organisation promoting Gaelic Games, culture and lifelong participation."

Vision: The vision of Ulster GAA is "To foster and grow the GAA across Ulster, strengthening its position as the Province's leading amateur sporting, cultural; community; and volunteer-driven movement."

As part of the GAA, Comhairle Uladh is unequivocally value-driven. The values which guide

its plans and its day-to-day work are:

- Community
- Volunteerism
- Identity
- Inclusion
- Excellence

A Brief History: The Gaelic Athletic Association (Cumann Lúthchleas Gael) was founded on November 1st 1884. The Association was established to revive and nurture traditional and indigenous pastimes. Within six months of that famous first meeting, clubs began to spring up all over Ireland and people began to play the games of Hurling and Gaelic Football and take part in Athletic events with pride. From 1925 the GAA handed over the organisation of Athletics to a separate organisation.

The Irish who emigrated brought their national games with them and both regional and club units are now well established in America, Australia, New Zealand, Britain, Canada, Europe and in many other parts of the world where the large Irish diaspora are located.

## **Who is Comhaltas**

Comhaltas Ceoltóirí Éireann is the largest cultural movement concerned with the preservation and promotion of traditional Irish music, culture, arts, language and community throughout the world.

Founded in 1951 – at a time when the future of our traditional arts were under threat after many years of neglect. Comhaltas has grown to become very much an international organisation, providing opportunities for young people in particular to enjoy and participate in the traditions that have been passed down through the generations. Comhaltas has over 50,000 members spread throughout the world and over 430 branches. Through our community connections we provide services to over 3 million people across the globe annually.

The aims and objectives of our movement are as follows:

- To promote Irish Traditional Music in all its forms;
- To restore the playing of the Harp and Uilleann Pipes in the National life of Ireland;
- To promote Irish Traditional Dancing;
- To foster and promote Traditional singing in both Irish and English;
- To foster and promote the Irish language at all times;
- To create a closer bond among all lovers of Irish music;
- To co-operate with all bodies working for the restoration or Irish Culture;
- To establish Branches throughout the country and abroad to achieve the foregoing aims and objects.

### **The Comhaltas vision for the traditional arts**

***"The traditional arts should be an enriching part of the lives of Irish people everywhere, particularly our young people; they should be a living, highly visible and vibrant part of society; they should be easily accessible to all; and their unique social, cultural and economic benefits should be fully realised by communities and individuals throughout the country and in Irish communities abroad"***

**Comhaltas Ceoltóirí Éireann** was founded in 1951 with the objective of ***keeping our unique arts traditions in all forms alive and returning them to a prominent position in Irish life.*** This was at a time when the future of the traditional arts was under threat after many years of neglect. Our unique arts were often dismissed by people within influential sectors in society as minority irrelevancies, celebrated only by the hopelessly old fashioned. As a result of the pioneering work of Comhaltas, public interest in our ancient arts was rekindled and that torch, once lit, has burned with increasing intensity over the last 6 decades.

We're a non-profit, non-sectarian, non-political, community based volunteer cultural movement with hundreds of local branches around the world promoting cultural awareness and lifelong participation.