

Invitation to Tender

October 2011

Summary

Momentum / Digital Circle invites tenders for the creation of a mobile app showcasing the culture and history of the Ulster-Scots with the commercial objective of encouraging tourism and generating wealth in the region.

Background

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.

The Ulster Historical Foundation, working in partnership with a range of stakeholders such as the Ulster-Scots Agency, tourism bodies and local authorities, has assembled a rich library of content describing the migration of families from Scotland to the north of Ireland in the seventeenth and early eighteenth centuries and the development of the culture and heritage of this population. This content has been published in numerous books and pamphlets.

The proposal is to create a mobile app, which will utilise the above content to enable an interactive user controlled experience that will bring to life the impact and influence of the Ulster-Scots in the region.

Solution

The Ulster Historical Foundation has developed a database of 200 locations across the north of Ireland which are of Ulster-Scots interest. For each site the information held includes:

- Site name.
- Location.
- County.
- Grid reference.
- Category of site, e.g. church, castle, graveyard, village.
- Description, 100-200 words.
- Photographs.
- External links to sources of additional information where appropriate.

- Tagged themes which could be used to create trails, e.g. Plantation, Presbyterianism, Emigration.

In addition they hold information on Ulster-Scots family names which can include location, derivation, history, Scottish source etc.

The partners are seeking an innovative and attractive mobile app which will exploit this data and really engage the population and tourists in exploring the Ulster-Scots tradition. Attached to this document are two files which contain pictures of the two sides of a pamphlet produced by the Ulster Historical Foundation which, although not intended to be proscriptive, gives some ideas as to possible presentation, functionality and look and feel. This content, and that in other similar documents, can be made available for the app. The app should also include information on and links to partner organisations such as the Ulster-Scots Agency and help to provide a platform to support organisations working in partnership to promote Ulster-Scots culture and history.

The tourism opportunity generated by the app is also of particular importance to the partners and the Northern Ireland Tourist Board 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 31st 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 24th 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 11th November 2011

Applications should be submitted to tenders@digitalcircle.org in Microsoft Word

(.doc), Open Office (.odt) or PDF format