

Scope of services and delivery

Introduction

3.1 This section sets out the scope of services for the Exhibition and Content Design Partner (ECDP).

Core Services for the Design Partner

3.2 The Association will initially appoint an ECDP to undertake a design process for Shinty's Story. The design services required relate to the exhibition, attraction and other content (physical or nonphysical) to be delivered within Shinty's Story. As described in the Project Abstract document, this is expected to include a wide range (and scale) of installations, objects, media, projection, text and interactive digital opportunities for the visitor.

3.3 The ECDP will work closely with the project's lead officer, Heritage Committee and the Camanachd Association Board. We expect our personnel and partners to be active contributors to the creative design process and, therefore, are looking for the ECDP to be creatively generous and genuinely collaborative.

3.4 The ECDP will report directly to the lead officer and Heritage Committee.

3.5 As set out in the Project Abstract document, the project has an already developed building design as well as some clear themes for delivery and important aspects of shinty's culture and heritage to be embedded into any design.

3.6 The first task for the ECDP will be to undertake an appraisal of the scheme development to date (to ensure understanding and identify any potential issues or opportunities), and then build upon that to produce a concept design proposal.

3.7 This should include, but is not limited to, the following areas:

- Review of all background data and information, including design, drawings, surveys, concept proposals etc
- Confirm understanding of the key concepts developed to date (i.e. the Project Abstract) and overall project brief
- Full site appraisal - including SWOT analysis and gap identification
- Review of/commentary on customer journey options
- Advise and guide on how design and interpretation can be incorporated into all customer-facing areas inside and outside the building e.g. commercial, landscaping, etc.
- Formulate an indicative budget and subsequent delivery/installation of design solution. (see 3.9)
- Identify any operational/commercial risks or opportunities
- Comment on any potential co-ordination challenges and health and safety considerations
- Produce a summary appraisal report and presentation
- Develop concept design proposals and initial outline interpretation plan
- Prepare project programme, aligned with the overall project programme

3.8 An indicative budget for the overall design and the final delivery/installation should be prepared.

3.9 The Concept Design will be signed off by the Camanachd Association Board of Directors, prior to progression.

3.10 Produce a fully developed, detailed design of the visitor experience.

3.11 The ECDP should have an excellent understanding of the market in terms of cost and availability of design solutions to support the Full Scheme Design and facilitate procurement and the subsequent installation and delivery of the visitor experience.

3.12 Although much of the interpretive material may be bespoke, consideration should be given to materials, technology and digital solutions to support interpretation that are likely to already exist, are proven, and will minimise ongoing operational revenue costs.

3.13 The Full Scheme Design should include the following:

- Final Interpretation Plan

- Room layouts, including furniture, exhibits, physical and non-physical concepts
 - Customer journey map with due consideration given to flow and dwell
 - All relevant specifications / scopes
 - Sample boards and visuals
 - Photographs or sketches
 - Updated ECDT project programme with timescales for procurement and fit out.
 - Updated project budget – this should include estimates for capital/equipment costs e.g. projectors, display cabinets, installations etc.
- 3.14 The ECDP should ensure the design themes are carried throughout all public-facing spaces in the ground floor of the building, including commercial, toilets and circulation and with the external landscaping.
- 3.15 The ECDP should ensure that the design is co-ordinated with the building design, including MEP, ICT and other services. The Full Scheme Design should align with any planning or other statutory or contractual project constraints.
- 3.16 The ECDP will provide any information or advice required for the purposes of CDM.
- 3.17 The ECDP will finalise all design and specification information to the standard required to go out to tender.
- 3.18 The Full Scheme Design will be signed off by the Camanachd Association Board of Directors . This process is likely to take at least 4 weeks and could require iterative updates to the design if necessary.
- 3.19 Support the Client in the procurement and overseeing delivery of the Full Scheme Design:
- Advise the Client on the optimum procurement approach(es)
 - Advise the Client on the key suppliers in each sector to approach
 - Assist the Client in developing all tender documents
 - Participate in tender evaluation process(es)
 - Attend and support the Client at supplier interviews
 - Provide co-ordination services to the Lead Officer
 - Provide client-side design delivery support to the Lead Officer, including on-site management during the fit-out stage
 - Additional ad hoc support/ advice as required.

Evaluation

Quality 60% (breakdown of 60% indicated below in brackets)

Experience (30% weighting)

- 4.1 Give details of your corporate experience of similar roles and projects (exhibition and content design services) including any design solutions for the following; visitor attractions, listed buildings, heritage/castle.
- 4.2 Outline your experience of delivering design solutions incorporating the themes of music, landscape and environment, and story.
- 4.3 Outline your experience of delivering design solutions incorporating immersive experiences utilising mediums such as projection mapping, audio/visual interpretation and digital interpretation (including augmented/virtual reality).
- 4.4 Provide details and supporting information for two recent examples of comparable projects from your portfolio that illustrate the above criteria, demonstrating, if applicable, that the works were completed within the accorded timescale and within the allotted budget. Please provide contact details to facilitate the use of these projects as references (links to projects, website articles etc.).

Delivery (30% weighting)

- 4.5 Provide details of your proposed team structure for the project explaining the role of each member.
- 4.6 If you intend to outsource/subcontract any aspects of the tender illustrate how you will manage this process.
- 4.7 Outline your methodology for implementing the tender indicating the resources required/deployed.
- 4.8 Explain how you will engage with the market/sector to ensure that the final design solution will be deliverable and affordable?
- 4.9 Explain how you will ensure effective ongoing communication and collaboration with the lead officer and the Association.

Accessibility (10% weighting)

- 4.10 Outline the steps you will take to ensure that the specific needs of people with disabilities will be identified and considered.

Design solution (30% weighting)

- 4.11 Illustrate potential design solutions to maximise the content that can be consumed in the space, the potential designs should include indicative (high level) costs for the design and also installation.

Price (40%)

- 4.12 Could you please provide a full breakdown of your estimate costs for the Project.

Presentation

- 4.13 The three highest scoring submissions will be invited to meet with members of the Heritage Committee to explore their tender submissions in further detail.
- 4.14 The prospective ECDP will have the opportunity to present their tender proposals for up to 30 minutes. A further 30 minutes should then be allowed for discussion.
- 4.15 As part of this process, the prospective ECDP will be asked to clarify specific elements of their proposal for the Heritage Committee representatives. A note of points for clarification will be issued after the initial ITT assessment and prior to the presentation.
- 4.16 Presentations will take place within a fortnight of the ECDP receiving feedback on their ITT submission. Full details of arrangements including participants, platforms etc. will also be issued at this time.