

Tender for digital development of Nerve Centre platforms



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About Nerve Centre

Nerve Centre (www.nervecentre.org) is Northern Ireland's leading creative media arts centre. More than 120,000 people a year benefit from the Nerve Centre's wide-ranging programme of arts events, cutting edge projects, creative learning centres, training opportunities, and state-of-the-art production facilities. A successful social economy enterprise, the Nerve Centre employs more than 50 staff at sites in Derry~Londonderry and Belfast.

Vision

'Changing lives through creative technologies and the arts.'

Mission

'Providing meaningful engagement with creative technologies and the arts for young people and communities. Creating world-class collaborations and partnerships. Increasing access to and participation in life-changing creative opportunities.'

Values

- Encouraging creativity in everything we do
- Being open, inclusive and accessible
- Offering equal opportunity for all
- Collaborating and working with partners
- Embracing new technologies

Strategic Aims

- To encourage the creative use and uptake of digital technologies by young people and communities.

- To engage audiences by bringing together music, film, visual arts and digital media in an innovative and diverse artistic programme.
- To embed digital technologies in the formal education sector and drive the STEM to STEAM agenda in Northern Ireland.
- To lead digital social innovation in Northern Ireland.
- To disseminate Nerve Centre learnings nationally and internationally, and introduce global 'best practice' and world-class partnerships.

Corporate Objectives

- To create and promote opportunities within creative media and the wider creative industries for young people and communities.
- To create a compelling and innovative artistic programme bringing together music, film, visual arts and digital media.
- To lead on the creative use of digital technologies in schools and be at the forefront of the STEM to STEAM movement in Northern Ireland.
- To create compelling digital content, promoting access to and participation in arts and culture.
- To be a driver for digital social innovation and fabrication in Northern Ireland
- To promote a peaceful and fair society and play a role in the delivery of the TBUC and New Decade, New Approach strategies using innovative content and technologies.
- To expand the Nerve Centre 'footprint' within NI, including the development of Nerve Belfast, and internationalise our work.
- To offer music learning and performance opportunities to every young person in the North West and wider region.
- To be the leading music venue and provider in the North West.
- To create an annual film programme, linking NI into Oscar®, BAFTA and IFTA networks and offering industry opportunities to filmmakers.
- To implement 'best practice' financial procedures and demonstrate robust governance frameworks and practices.

Digital development renewal project overview

Nerve Centre is undertaking a range of 'renewal' projects in response to Covid, including completing a review of our websites, brands and user journeys.

The key goals of this digital development renewal project are to:

- Ensure that visitor journeys on our website platforms are intuitive and relevant to the user regardless of the overarching project or brand.
- Increase our website traffic and have systems in place to ensure we continue to learn and adapt to how visitors are engaging with our platforms.
- Improve how we capture data through an integrated ticketing/e-marketing system.
- Showcase Nerve Centre as a leader in creative media and digital technologies through displaying our content in an engaging and innovative web platform.

Please refer to Appendix A for a summary of Nerve Centre projects and platforms.

Required Services

Nerve Centre envisages the required services to be undertaken in three key phases:

1. **Discovery**
2. **Brand Development**
3. **Website Development**

Phase 1: Discovery

What Nerve Centre requires:

Nerve Centre requires the successful tenderer to review our existing web platforms, project brands and user journeys and produce a report with recommendations for redevelopment ensuring:

- Our brands and platforms have a visual style befitting a creative media centre.
- Our platforms have the latest functionality that helps us achieve our KPIs.
- 'Ownership' of Nerve Centre activity is clear and relevant funders and stakeholders are recognised where applicable.

What Nerve Centre can provide:

We will provide an overview detailing each project, brand, website, associated partner/funder and where applicable social channel handles.

We will provide key KPIs for the overall digital development renewal project

Phase 2: Brand development

What Nerve Centre requires:

1. Development of the Nerve Centre brand

The successful tenderer will be required to work with representatives from our communications team to review Nerve Centre's brand guidelines to ensure we are equipped with the assets to meet our strategic and corporate aims. Note, **this is not a rebrand** of Nerve Centre. We will require:

- Produce an update of Nerve Centre's brand guidelines.
- Provide updated brand assets in eps, jpeg, png and pdf.
- Produce a Nerve Centre sting for use on digital content.
- Provide guidelines / assets to standardise Nerve Centre employee signatures and guidance on how to use our logo in conjunction with others.
- Create a minimum of 5 Nerve Centre GIFs in accordance to GIPHY approval requirements.

2. Creative Learning Centres' Brand Development

Nerve Centre has two Creative Learning Centres (CLCs) located in Derry~Londonderry and Belfast. The CLCs play an important role in supporting schools, teachers and education bodies in the development of film and creative education opportunities through skills development in digital literacy, understanding and deploying of creative technologies and new approaches to learning across the curriculum.

Traditionally, the team in Belfast have used a Nerve Belfast logo and update the www.nervebelfast.org website. The team in Derry~Londonderry use the main Nerve Centre logo and www.nervecentre.org website. Nerve Centre's CLCs also work in partnership with Amma, a CLC for the Education Authority under the partnership name 'Creative Learning Centres NI'.

Due to both the Covid environment and an internal restructure which has seen the centres work more collaboratively, we require the successful tenderer to **propose a way forward for how Nerve Centre's CLCs are represented** across our digital platforms to ensure a visual identity that reflects their cutting edge content and bespoke programme offering.

Depending on the proposed way forward, as established in the discovery phase, we will require:

- Brand guidelines for Nerve Centres CLCs.
- Production of new CLC logo and brand assets for use across digital platforms in eps, jpeg, png and pdf.
- Guidance and assets for staff on signatures and how the Nerve Centre logo is used in conjunction with new CLC logo, partners and funders.

What Nerve Centre can provide:

We can provide the current brand guidelines for Nerve Centre and various versions of the logos in png and eps format.

Phase 3: Website development

What the Nerve Centre requires:

Nerve Centre will require the successful tenderer to design and build a new website. The website will act as a centralised focal point for the organisation and all its projects and must adhere to the brand guidelines which will be agreed and finalised in the brand development phase of this tender. Our key outcomes for the website are:

- A visually cutting edge, mobile responsive, search engine optimised design befitting of a creative organisation.
- The build of a subdomain site for Foyle Film Festival which **must operate from a single, non-proprietary CMS system.**
- Depending on the outcome of the discovery phase, a subdomain or dedicated space on the Nerve Centre website for our Creative Learning Centres.
- Integration of an online ticketing / e-marketing system to ensure all audience data is held in a central, GDPR complaint space for all projects and activity across Nerve Centre.
- Hosting and maintenance for 3 years.
- Any other recommendations as identified in the Discovery phase.

What Nerve Centre can provide:

Nerve Centre currently has a TicketSolve licence and Mailchimp subscription which can be used for integration unless the successful tenderer has a suitable alternative solution.

Nerve Centre will provide all necessary content and visuals required where possible and will continue to provide feedback throughout the development and delivery process.

Timescale and Budget

This is an immediate requirement with a deadline for delivery of all activity specified within the three key phases by **31st March 2021.**

The budget available for this work will not exceed **£30,000 ex VAT** and includes all costs associated with the creation and delivery of all activities under the three phases above.

Requirements for Submission

Tenderers should note that **a collaborative tender from multiple organisations / individuals will be considered.**

Those interested in submitting quotations for this project should submit one electronic copy of a document of no more than **six A4 pages** under the following headings

Company Experience

Composition of proposed project team/individual, relevant qualifications, relevant experience and at least two examples of previous work with project referees.

Methodology

Provide a description of the approach and methodology, to include an outline of method statement, assumptions and exclusions.

Cost

A fixed cost with a breakdown of all costs to deliver the activities specified within the three phases: Discovery, Brand Development and Website Development. Please include:

- All costs exclusive of VAT
- Specify any anticipated expenses
- Total number of days work with daily rate
- 3 years' hosting
- 3 year package for ongoing maintenance and updates (please specify the parameters for this).

The budget available for this work will not exceed **£30,000 ex VAT** and includes all costs associated with the creation and delivery of all activities under the three phases above.

Evaluation Criteria

There will be a two-stage selection process:

Stage 1 - Selection Criteria

Selection Criteria	Mark
Company Experience A recent track record demonstrated with reference to at least one clear example of delivering a website of similar scale or subject matter. Tenderers should include contact information for a referee.	Pass/Fail

Stage 2 – Evaluation Criteria

Qualifying tenderers will be evaluated against the following criteria:

Criteria	Weighting
Methodology	70%
Cost	30%
Total	100%

Cost will be scored as follows:

The fixed cost element of tenders will be assigned a score on the basis of a sliding scale. All tenders will be scored against the lowest proposed fixed cost with full marks (i.e. 30) being awarded to the party having submitted the lowest fixed cost tender.

A proportionate percentage reduction in available marks will be made for every percentage that a tender is above the lowest proposed fixed cost, e.g. if a tender is 10% higher, 10% of the available marks will be deducted giving a value for money score for this element of 27.

Deadline for Submission

Please email submissions to **Danielle Mackenzie**, d.mackenzie@nervecentre.org. The deadline for submission is **4pm on Wednesday 16th December 2020**. It is anticipated that the successful tenderer will be notified by Monday 21st December 2020. The successful tenderer will be expected to attend an initiation meeting and provide a schedule of works and timeframes soon after.

Requests for Clarification

Tenderers may seek clarification in relation to this tender competition where they consider any part of the documentation or any other aspect of this procurement process unclear. All clarification questions must be made in writing to d.mackenzie@nervecentre.org by **4pm Thursday 10th December**. It is intended that all responses to questions will be communicated to all those invited to tender by 4pm Friday 11th December.

Appendix A

Overview of Nerve Centre projects and platforms

Film

Foyle Film Festival - Now in its 33rd year, the festival is one of only a handful in the UK to be Oscar® and BAFTA accredited and is a Nerve Centre flagship event. Foyle Film Festival has its own brand and website (www.foylefilmfestival.org). Through a central CMS system, we currently have the functionality to share programme listings, news etc between the Foyle Film Website and Nerve Centre website.

Film Education - We have three key projects: Ones to Watch, Into Film and BFI Screen Academy which are delivered throughout the year. The film projects do not require their own brand or website, just better representation on the main Nerve Centre website.

Creative Learning

Creative Learning Centres - Nerve Centre has two creative learning centres based in the main Nerve Centre building in Derry~Londonderry and another located in Belfast. Traditionally the team in Belfast have used www.nervebelfast.org and the team in Derry www.nervecentre.org. Our Creative Learning team, depending on the discovery phase of this tender, will require a brand identity and either a dedicated creative learning space on the Nerve Centre website or a subdomain similar to Foyle Film Festival that connects to a central CMS system.

Northern Ireland Screen Academies - Screen Academies provide training, mentorship and exposure to the film, animation and games industry for young people aged 16-19 who are not currently at or enrolled in University. Local industry professionals share their expert knowledge and lead the hands-on industry standard training. The Screen Academies recently got their own website (www.screenacademiesni.org) and require better representation on the main Nerve Centre website.

Culture and Heritage Projects

Nerve Centre is the lead organisation in the delivery of three major projects:

Making the Future - Delivering a comprehensive change programme of cultural engagement, creativity and skills development across Northern Ireland and the border

counties. (www.makingthefuture.eu) Making the Future has its own brand and website which does not need to be reviewed, however the project needs to be represented on the Nerve Centre website.

Reimagine Remake Replay - Connecting young people and heritage in multiple, meaningful ways through creative digital media and the latest digital technologies (www.reimagineremakereplay.org) Reimagine Remake Replay has its own brand and website which does not need to be reviewed however the project needs to be represented on the Nerve Centre website.

Creative Centenaries - Creative Centenaries is an online resource and digital creativity programme that reflects on key centenaries (www.creativecentenaries.org). The programme includes intensive creative hothouses and digital creative programmes as well as the production of new creative learning resources around the Decade of Centenaries. This website is currently undergoing a redevelopment with the aim to be live by the start of January. Creative Centenaries brand and website does not need to be reviewed however the project needs to be represented on the Nerve Centre website.

In addition to the above projects, Nerve Centre delivers several other culture and heritage projects at district council level which do not need their own brand or website, however need to be represented on the Nerve Centre website.

Venue

Although currently not in operation due to Covid restrictions, Nerve Centre (Derry ~Londonderry) has a variety of specialist spaces available for hire. Our main venue is well known for hosting live gigs and has the facilities to accommodate meetings for corporate clients, public agencies and community organisations.

Nerve Centre has two intimate and high specification cinema spaces (45 and 38 seats) for special screenings, performances, private parties and our Foyle Film Festival. We also have a number of versatile spaces including a lounge bar, recording studios, rehearsal rooms and small to medium sized meeting rooms. Prior to Covid, the Nerve Centre website had a 'What's on' section to buy tickets to events.