



Scottish **Arts** Council

Invitation to Tender Design of the user interface for the Creativity Portal that will sit within Glow

1. Introduction

- 1.1 The purpose of this document is to invite tenders for a single contract to:
 - Provide initial design of the interface for the Creativity Portal

 - Provide and assist in the implementation of the code within the national Glow group that will host the Creativity Portal
- 1.2 This document constitutes an Invitation to Tender (ITT) for the contract. Subsequent sections describe the background to the project, the work to be done under the tender, and the terms and conditions under which tendering will take place.
- 1.3 All tenders for the contract must be kept open for at least 120 days from the closing date for receipt of tenders. Tenderers should confirm this in their response(s).
- 1.4 The Scottish Arts Council is one of the main channels of public funding for the arts in Scotland. It is funded by the Scottish Government and is responsible for the distribution of National Lottery funding for the arts in Scotland.
- 1.5 The three aims of the Scottish Arts Council are:
 - to support artists in Scotland to fulfil their creative and business potential
 - to increase participation in the arts
 - to place arts, culture and creativity at the heart of learning
- 1.6 Following a period of strategic review which begun in 2005, the Scottish Arts Council is changing, as is the cultural landscape in Scotland. *Creative Scotland* will be the national development body for the arts and culture, working in partnership with other organisations to support the creative industries. The Public Services Reform Bill is the legislative vehicle for these changes. The Scottish Government has proposed four roles for the new body:
 - It will promote an increasingly wide understanding, appreciation and enjoyment of the arts and culture;
 - It will identify, support and develop talent and excellence in the arts and culture;
 - It will seek to realise all the benefits of the arts and culture;
 - It will work with partners to support the creative industries.
- 1.7 The Scottish Arts Council with Creativity Portal project partner, Learning and Teaching Scotland (LTS) seek proposals for solutions (as described in sections 3 and 4) within the budget range and time period.

2. Background

The Scottish Government undertook a mapping exercise in 2007/08, when the then Minister for Europe, External Affairs and Culture invited the national cultural bodies to provide information on their education provision across Scotland during 2007/08.

On 4th November 2008, a joint seminar was hosted by Linda Fabiani and Maureen Watt, former Ministers for Europe, External Affairs and Schools and Skills respectively. As described in the Report of the Culture and Education Seminar (June 2009), the Ministers' jointly agreed the purpose in hosting the event was to:

“celebrate the relationships between Scotland’s rich and diverse cultural sectors and its talented educationalists, and to consider how the developing curriculum and creative community can combine to further inspire successful approaches to education for children and young people, and to provide fulfilling experiences”

The report on the seminar of 4th November 2008, was produced by the Curriculum and Culture Divisions, Scottish Government in June 2009, which among other policy aspirations, concluded that:

“The future vision is for every child and young person in Scotland to receive a rich and varied learning experience aimed at improving their educational outcomes, life chances and future success. Those in both sectors should be encouraged to work together to provide a better quality of learning and teaching, with increased levels of attainment and achievement.”

In July 2009, an analysis of the 2007/08 mapping exercise was produced by the Scottish Government Culture Division. Here, the first mention of a ‘menu’ of cultural sector education opportunities was made, under ‘Issues for further consideration’. The proposal to develop a ‘menu’ of education opportunities was first suggested by Mike Russell (then Minister for Culture) and Richard Smith (Implementation Director for Creative Scotland) in autumn 2009. In December 2009, a second joint seminar was hosted by Fiona Hyslop and Keith Brown, Ministers for Culture and Schools and Skills respectively, to move the agenda forward.

2.1 Context

Scottish Government Ministers are now committed to working together to place creativity at the centre of the agenda to improve learning and teaching in Scotland. This joint working in a planned and purposeful way will greatly impact on implementation of Curriculum for Excellence. The Creativity Portal is a significant and emerging contribution to the way ahead.

The Creativity Portal development will be led by the new Creative Scotland (currently SAC), which in its Business Model has a commitment to be:

- National in reach, impact and ambition

- Effective at engaging with and influencing key partners and stakeholders
- A development agency that is outward facing
- Talent focused

2.2 The Creativity Portal

In partnership with LTS the Creativity Portal will be developed and refined following initial consultation with stakeholders. Detailed online requirements and specifications will be informed by this consultation.

Phased Development

It is proposed to take a phased approach to developing the Portal.

Phase 1 will potentially include all National Performing Companies, the National Collections and all SAC/Scottish Screen funded organisations.

Phase 2 will explore how these opportunities can extend to a wider range of non-funded arts and cultural organisations and venues. The decision to adopt a phased approach was taken for the following reasons:

- To allow time to build the initiative with partners and key stakeholders
- To undertake a systematic evaluation of progress
- The need for quality assurance and relevance when including a wide range of non funded arts/cultural providers from across Scotland in Glow

2.3 Partners and Stakeholders

Project Partners

SAC/Creative Scotland and Learning Teaching Scotland (LTS)

Strategic Partners

Likely to include Scottish Arts Council (SAC), Scottish Screen, LTS, Scottish Government, CS09 (Creative Scotland), HMLe, COSLA, Vocal, ADES, National Collections, National Performing Companies (NCPs)

The Learning Community

LTS, Local Authority central staff, head teachers and teaching staff, early years, social services, CLD, national youth and learning organisations, skills agencies
Arts/Cultural Partner Organisations

In Phase 1: Flexible (FXO) and Foundation (FO) funded organisations, all National Performing Companies (NPCs), Scottish Screen funded organisations, the National Collections and appropriate Youth Music Initiative (YMI) funded organisations

In Phase 2: other, non funded arts organisations and cultural providers

2.4 Rationale and Benefits

Building on recent success, cross portfolio ministerial working and the development of 'Cultural Champions' network models, this initiative will potentially benefit the cultural, learning and skills sectors.

Why would Local Authorities support the development of the Creativity Portal?

Rationale

To enable Local Authorities, through Glow, to provide access to high quality creative learning opportunities and support the delivery of Curriculum for Excellence

Benefits

- More widely available creative learning opportunities for all learners
- Deeper understanding about Creativity both in the Expressive Arts and across the wider curriculum
- Increased development of skills and confidence in teaching and learning, including CPD
- More opportunities for cross curricular and active learning that is relevant and personalised
- Increased access to artistic and aesthetic values giving breadth and depth to all learners' experiences

Why would the Cultural Sector support the development of the Creativity Portal?

Rationale

To develop high quality creative learning opportunities in pursuit of artistic excellence and shared values with the education sector, to support the delivery of Curriculum for Excellence

Benefits

- Increased provision of creative learning opportunities to potentially every school in Scotland
- Stronger collaboration with the education sector in developing joint projects with lasting impacts
- Improved strategic planning across the cultural sector and between the education and cultural sectors
- Better opportunities for working together within the sector to ensure pathways for young people into the Creative Industries are explicit
- Increased presence (through Glow) in remote areas, where time and cost are barriers to engaging with the cultural sector
- More opportunities to develop new audiences for the arts and culture through digital technology, and through the medium in which children and young people are familiar

2.5 Outcomes

- Greater number of effective and targeted partnerships involving collaborations between learning and skills, and culture sectors
- Increased use of Glow to support the delivery of Curriculum for Excellence
- Improved strategic planning through improved collaborative development and shared understanding of quality indicators in both sectors
- Reduction of barriers and increased access for young people and learning providers, to participate in the arts, cultural and creative learning and teaching opportunities

3. **Proposal Requirements**

3.1 While we do not wish to prescribe a standard format for submissions, key points to emphasise include:

- Your understanding of the key business requirements of the site
- Detailed descriptions of the key elements of your proposed solutions and how they best meet the requirements outlined in sections 3 and 4.
- Detailed cost estimates, making it clear what costs relate to planning, design, project management, customer and project support (including meetings, reports, documentation, training)
- A note of your daily rates for each element of planning, design, development, and support.
- A detailed schedule of deliverables

Company Information should include:

- Documented evidence of previous experience of having successfully developed sites with similar requirements
- People and Skills
- URLs of three Web sites that best illustrate your capabilities

Your approach to Project Management and Methodology should include:

- The Project Team
- Documentation
- Methodology and Stages involved

You should state your awareness of project risks and how these will be overcome.

3.2 Selection Criteria

All quotes will be based on the following criteria:

Criteria	Weighting (1 - 6)	Score (0 - 4)	Max Score available
<u>The quality of the proposed overall approach</u> Does the bid clearly demonstrate the ability to deliver those requirements indicated by SAC and LTS?	6		24
<u>The understanding of the project demonstrated in the tender</u> Does the bid demonstrate previous experience directly related to requirements?	5		20
<u>The skills, experience, qualities and proven track-record of the applicant</u> Does the proposed project team or individual demonstrate relevant experience and technical ability to deliver the requirements?	4		16
<u>Project management methodology</u> Does the bid clearly demonstrate methods of effective communication and delivery?	3		12
<u>A realistic and viable outline budget for the service delivery</u> Does the bid provide a realistic budget?	4		16
<u>Value for money</u> Does the bid demonstrate value for money?	4		16

Quotes will be scored 0 - 4 based on the following:

0	Does not meet criteria
1	Does not meet the criteria in one or more significant respects
2	Does not meet criteria in some minor respects
3	Meets criteria
4	Exceeds the criteria/requirements in one or more respects

3.3 Timescale

The timescale is as follows:

Date	Deadline for
Friday 21 st May 2010	Tender advertised and invitation to tender extended to LTS approved organisations
Friday 18 th June 2010	Tender submissions to be received by SAC (noon)
Friday 25 th June 2010	Interviews in Glasgow for shortlisted suppliers
Monday 28 th June 2010	Offer of contract to successful tenderer
Wednesday 30 th June 2010	Inception meeting with SAC and LTS
Thursday 1 st , Friday 2 nd July 2010	Project planning meetings with SAC and LTS
Wednesday 1 st September 2010	Project completion

3.4 Indicative Budget

Proposals are sought for solutions (as described in Sections 3 and 4) within the following budget range and time period:

- Provide initial design of the interface for the Creativity Portal
- Provide and assist in the implementation of the code within the national Glow group that will host the creativity portal

Budget estimate £15,000-£25,000 to include VAT and all expenses

Completion Date: 1st September 2010

3.5 Summary of Requirements

SAC and LTS in partnership aim to develop a Creativity Portal sited within Glow (Scotland's national education intranet) which will support, facilitate, promote and sustain creative approaches to learning and teaching, and which will bring Scotland's cultural resources and education closer together in supporting the delivery of Curriculum for Excellence.

To this end, SAC and LTS are inviting tenders for the design of the user interface

for the Creativity Portal that will sit within Glow. The aesthetic is of high importance and the design should be engaging, easy to use and able to be reused across the Creativity Portal. SAC and LTS are seeking solutions that offer an attractive and visually integrated approach. This design will be implemented in Glow, in Glow Forums (based on phpBB) and in Glow Blogs (based on Wordpress), and Case Studies.

The main components of the resource are:

- The initial design of the appearance of the overall Creativity Portal
- The code that will allow this design to be implemented within Glow across the Creativity Portal
- The code that will allow the design to be implemented within Forums , Blogs and Case Studies

The purpose of this document is to provide sufficient information to potential suppliers to propose solutions that match the requirements of the site.

SAC and LTS invite innovative and creative proposals for the design and delivery of the services described herein, key features being:

- excellent easy to use functionality
- highly aesthetic and visually pleasing

4. Specification of Tender

4.1 SAC and LTS would like to contract a supplier to plan and design an interface for a new Creativity Portal (Glow group) that aims to promote creativity in learning across the curriculum and beyond.

4.2 Core Objectives

The design should:

- promote usage through attractive user interface, accessible to the target audience
- be able to be implemented across the required area of Glow which could be through CSS, HTML, Javascript and/or Flash although this list is not exhaustive.
- be able to be implemented in to Glow Forums which are built upon phpBB be able to be implemented in to Glow Blogs which are built upon Wordpress
- be able to be implemented in to Case Studies
- the code produced for Glow should be able to be implemented again in other areas of Glow

All of the objectives above should be realised in a way that is visually pleasing and highly aesthetic.

4.3 Project Scope

It is envisaged that the design steering will be supplied by SAC and LTS who will work with the supplier to define the final content, design and functional requirements for each stage.

The project deliverables are:

- Stylesheet and other design deliverables that can be implemented in to the relevant areas of Glow
- A theme for Wordpress that can be implemented in to Glow Blogs that will carry through the design above.
- A theme for phpBB that can be implemented in to Glow Forums that will carry through the design above.

Please note that the solution, and IP, should be transferable to the client and/or another identified host if required before or after this period.

4.4 Site Design

The design aesthetics are very important and should appeal primarily to teachers/central education staff and staff from arts and cultural organisations.

Proposals are sought for an artistic and integrated design in a modern and accessible web 2.0 format, feature and style. Proposals are sought for a design style, look & feel that will engage with the primary audiences (teachers/education staff, arts and cultural organisations), reflect and accommodate the broad creative and learning themes & subjects.

Design content will largely encompass:

- **Site Identity & partner logos** : to be briefed to supplier
- **Style**: text and colour styling
- **Image**: various treatments support site themes and subjects, signposting of Calls to Action and Feature content

Tenders need not supply worked up designs. The site branding, design style will be developed from a brief supplied. Tenders should, however, detail the creative approaches and treatments proposed.

4.5 Standards

SAC/LTS expects contractors to comply with the World Wide Web Consortium (W3C) web standards as well as BSI PAS 124: 'Defining, implementing and managing web standards'.

5. Management

The Scottish Arts Council is the contractor for this project on behalf of the partnership between SAC and LTS. The management of the project and budget will be overseen by the Education Officer reporting to Head of Education and Lifelong Learning. The Education Officer is also the main point of contact in SAC.

The commissioned individual/team will be required to consult with and report back to the Education Department of the Scottish Arts Council on a regular basis. The project will be developed in partnership with LTS.

The commissioned individual/team will be required to liaise with key personnel in LTS and RM (the Glow contractor) to ensure the design objectives and project deliverables are realised within time and budget and can be implemented in to all the relevant areas of Glow.

The successful tenderers should include attendance for one day initial inception meeting and two early planning days as described in the timeline, at least five project management group meetings and a presentation to all stakeholders.

6. Skills and experience required

6.1 The following must be demonstrated in the proposal:

- Experience and skills in designing and developing sites with similar requirements
- Experience of working with a range of partners and stakeholders with the ability to quickly understand their requirements
- Excellent visual awareness and aesthetic skills
- Imaginative and creative approaches to web design and development
- Demonstrable experience in developing projects in partnership and delivering on time and to budget
- Effective communications skills

6.2 Proposals from experienced designers with previous experience of developing design solutions for the arts or education sectors are particularly welcome and while not essential would be advantageous.

7. Selection and Evaluation Criteria

7.1 Proposals will be considered by representatives from the Scottish Arts Council, Learning and Teaching Scotland and RM, who will also conduct the interviews with those short listed. Each proposal will be evaluated against the following criteria:

- the quality of the proposed overall approach
(does the bid clearly demonstrate the ability to deliver those requirements indicated by Scottish Arts Council and Learning and Teaching Scotland?)
- the understanding of the project demonstrated in the tender
(does the bid demonstrate previous experience directly related to the requirements?)

- the skills, experience, qualities and proven track-record of the applicant
(does the proposed project team or individual demonstrate relevant experience and technical ability to deliver the requirements?)
- project management methodology
(does the bid clearly demonstrate methods of communication and delivery?)
- a realistic and viable outline budget for the service delivery
(does the bid provide a realistic budget?)
- value for money
(does the bid demonstrate value for money?)

Those interested in undertaking this work should provide a concise outline proposal, which should include the following:

- Reasons for wishing to take on the role
- Approach and methodology
- Timetable which must meet the timescales outlined in this brief
- Budget, including a breakdown of costs for management services provided.
- Details of previous experience which must include URLs of three websites that best illustrate your capacities
- Plans for management and progress reporting

Interested parties who are applying on behalf on an organisation should also include information on how this project would be managed alongside your existing work plans.

8. Costs and Payment

- 8.1 The Scottish Arts Council will seek value for money in the tenders for this project and will judge value not solely on price, but also on the scope and value of the proposals. A budget of between £15,000 and £25,000 (including VAT) is available for this work. This must include all costs, including staff costs, attendance at meetings, equipment, travel and subsistence, overheads and participation in presentations. Payments will be phased and linked to key milestones of the project with the final payment linked to the delivery and satisfactory completion of the user interface design and the code produced for Glow.
- 8.2 Tenderers liable for VAT should indicate this in their proposal.

9. Tender Evaluation, Timetable and Process

- 9.1 The deadline for submission is 12 noon on **Friday 18th June 2010**.
- 9.2 The Scottish Arts Council and Learning and Teaching Scotland will assess and shortlist tender documents against the criteria listed above, seeking formal clarification from tenderers as required.
- 9.3 If required shortlisted tenderers will be invited to an interview meeting at the Learning and Teaching Scotland offices in Glasgow to discuss their proposals

- 9.4 The target date for completion of the negotiation of the contract, which will include the agreed management framework for service delivery, will take place on week commencing Monday 28th June 2010.
- 9.5 The deadlines for receipt by the Scottish Arts Council and Learning and Teaching Scotland for the various project outputs are as follows:
- Tender submission noon 18th June 2010
 - Interview week commencing Monday 21st June 2010
 - Contract awarded by Wednesday 30th June 2010
 - Inception meeting week commencing Monday 28th June 2010
 - Planning Wed 30th June, Thurs 1st July, Fri 2nd July 2010
 - Completion date 31st August 2010

10. Tender Contract

- 10.1 The Scottish Arts Council is committed to demonstrating best value in all its agreements. The successful tenderer will be expected to sign a contract based on the Scottish Arts Council's terms and conditions for purchasing services. Tenderers should indicate in their response that they will be willing to accept these terms and conditions.
- 10.2 The tender must be presented by a nominated prime contractor.
- 10.3 The response document for the contract must identify the name, postal and e-mail address, telephone and fax number of the tenderer and the name of the person within the tendering business dealing with the contract.
- 10.4 The Scottish Arts Council reserves the right to terminate the contract at anytime should the Contractor fail to deliver and/or comply with the objectives, quality standards and timelines as outlined within the brief, and acceptable efforts are not made to redress any shortcomings.
- 10.5 The Scottish Arts Council reserves the right to inform the contractor of poor and/or delayed delivery of objectives, and to ask the contractor to rectify this in accordance with the brief. It is expected that the Scottish Arts Council will not incur additional costs due to poor delivery and the extra effort required to redress any shortcomings or failure.

11. Conditions of Tender

- 11.1 Detailed contractual arrangements are not within the scope of this document. However, this Brief and the successful tender will be referenced in the final contract.
- 11.2 The Scottish Arts Council reserves the right to seek clarification of any information provided in the tenders.

- 11.3 Tenderers are requested to immediately contact the Financial Compliance Officer at the address set out below, if at any stage they decide to withdraw from the bidding process for this contract.

12. Tender Submission Details

- 12.1 The tenderer shall submit three paper copies of the tender for the contract.
- 12.2 Additionally, the tender document should be provided on CD. Electronic versions should be accessible through **Word 2002/Word XP/Excel 2002 formats**.
- 12.3 Paper and CD submissions must be sealed in a package marked **Tender for Contract/Confidential** and addressed to: Mr. Gordon Cosh, Financial Compliance Officer, Scottish Arts Council, 12 Manor Place, Edinburgh EH3 7DD.
- 12.4 All submissions should reach the above addresses not later than **noon 18th June 2010**. The name and contact details of the Tenderer should be clearly identified on the tender package.
- 12.5 Tenders will not be accepted after this time. Tenderers are requested to make their own arrangements to obtain proof of delivery by, for example, obtaining a receipt.

13. Copyright of Document/Confidentiality

- 13.1 The copyright of this document is the property of the Scottish Arts Council. This document is issued for the purpose stated herein and may only be used for the purpose of formulating a tender.
- 13.2 The final report to be produced will be for use by the Scottish Arts Council. No part of it may be used, communicated, stored, reproduced, disseminated or published for any other purpose without the prior consent of the Scottish Arts Council.

14. Freedom of Information (Scotland) Act 2002

- 14.1 If you require guidance on the Freedom of Information (Scotland) Act 2002, you can contact the Scottish Arts Council Compliance Officer or the Scottish Information Commissioner.

Website: www.itspublicknowledge.info

Telephone: 01334 464610

E-mail: enquiries@itspublicknowledge.info

15 Terms and Conditions

- 15.1 The contract will run from 30th June until 30th August 2010. The budget for the service delivery is estimated in the region of £15,000 - £25,000 (including VAT). The fee is to include all costs involved in developing and managing the project.

Payments of the fee will be scheduled and tied to agreed milestones, with a final payment linked to the conclusion of the project and evaluation.

15.2 The successful tenderer will be expected to work from their own base.

16 Timetable

16.1 The timetable for the process will be as follows:

- The deadline for submission of tenders is 12.00 noon on **Friday 18th June 2010**
- Tender proposals will be shortlisted and assessed against the criteria listed above.
- Those shortlisted will be invited to discuss their proposals with representatives from the Scottish Arts Council, Learning and Teaching Scotland and RM on **Friday 25th June 2010**.
- The target date for completion of the negotiation of the contract, to include the agreed management framework for service delivery, is Wednesday 30th June 2010. The successful applicant will be expected to attend an inception meeting on 30th June and planning meetings on 1st and 2nd July 2010. with a range of representatives from Scottish Arts Council, Learning and Teaching Scotland and RM

Please send 3 hard copies and one CD copy of your tender proposals to:

Gordon Cosh (Financial Compliance Officer) by the deadline time of 12.00 noon on Friday 18th June 2010. Please note that email tenders will not be accepted.

If you have any queries about the tender, please contact:

Education Officer, Linda Lees on:
linda.lees@scottisharts.org.uk or +44 131 240 2541