

Scope of works for an App Producer to work on Showtown's Visitor App.

Closing date: midnight 8 Dec 2023

Interview date: 12/14 Dec 23

Contract Dates: 1 Jan – Apr 24

Showtown is developing a new Visitor App with [Llama Digital](#) and we are looking for a producer to assist with historical research, script writing, collation of assets and coordination of the voice over recording elements.



About Showtown

Showtown - the museum of fun and entertainment will tell the extraordinary, rarely-shared stories of Britain's first mass seaside resort and its unrivalled role in the development of British popular entertainment over the past 150 years.

An immersive and engaging experience aimed at family audiences, Showtown's 1,200sqm of themed galleries designed by Casson Mann will feature exciting activities and audio-visuals and displays featuring around 800 items from our Blackpool Council Collection and from our partners and supporters including the Victoria and Albert Museum, the British Music Hall Society and private collections.

Showtown is located in the transformed Palatine Building on the Golden Mile, next door but one to Blackpool Tower and will open its doors to the public on the 15 March 2024. This building is set to house a hotel, along with a number of commercial/leisure units. Showtown has a dedicated street-level entrance and shop on Bank Hey Street. The permanent and temporary exhibition spaces will occupy a large portion of the first floor. Visit www.showtownblackpool.co.uk for more information.

The six themed galleries are:

Beside the Seaside

Visitors are invited to step inside Showtown and into a stage set of Blackpool's seafront. Watch a stunning 15 metre seaside beach panorama come to life celebrating Blackpool as the first mass seaside resort and its iconic beach. See how holidays have changed, or have they? Perform your own Punch and Judy show and meet the characters who have entertained holidaymakers over the last 100 years and gave birth to Showtown.

How's Tricks

Visitors go behind the scenes in a Blackpool magic shop and have fun exploring practical jokes and magic tricks. Meet some of the amazing magicians who learned the tricks of their trade in Blackpool and discover Blackpool's importance to magic. See the incredible gallery of magicians who have performed in Showtown.

Roll Up! Roll Up!

Our visitors step backstage into the world of circus and listen to stories from incredible circus performers. Find out why Blackpool is an international centre for circus. See stunning circus costumes and amazing props. Then step into our circus ring and become part of the show.

It's Showtime

Visitors explore a model townscape celebrating Blackpool's theatres and go through the stage door to find out more about the producers and stars of Blackpool's shows and popular entertainment. Have a go at ventriloquism or playing along with George Formby. Are you the next comedy star?

It's Better with the Lights On

Our visitors enter our Lightworks workshop and step into the shoes of the designers and creators of the famous Blackpool Illuminations. Create your own illumination design and discover the history and magic of the UK's oldest and greatest free light show.

Everybody Dance Now

Step onto the dance floor and get dancing. Discover Blackpool's iconic role in dance from the spiritual home of ballroom to the home of Northern Soul. See the glittering ballroom outfits and marvel at the skill of their creators and the talent of professional dancers.

The Brief

Showtown is developing a new Visitor App with [Llama Digital](#) and we are looking for a producer to assist with historical research, script writing, collation of assets and coordination of the voice over recording elements.

The Visitor App will have two purposes:

1. Provide better access to the museum displays for people with visual impairments.
2. Provide further content for our visitors to explore, before, during and after their visit to Showtown.

The Showtown team are working with [Llama Digital](#) to develop the framework of the app and have mapped the museum content ready for development. The next step is to prepare and create the content ready for uploading onto the app.

Scope of Works:

1. To **research** content to be used by Llama Digital in the creation of interactives and animations. Example interactives; 'what type of magician are you?' quiz and 'what is your clown name' quiz. Example animation; showcasing what happens when the cannon prop is used as part of a circus show.
2. To **gather and transfer** the assets to Llama Digital based on the mapping by Showtown. This may include sourcing the images from the collections. This part will involve liaising with the Curatorial and Collections team to source and edit heritage images for use on the App.
3. To **script write** - The App will use the graphic script already created for the museum displays but in order for the app to flow for a user there are gaps in the script which need writing in accordance with our style guide. These parts of the script ensure continuity and provide broader context of an object.
4. To **coordinate** the recording of two voiceovers. The first specialising in audio describing the museum and its displays for our visually impaired visitors and the the second one as an entertaining guide for the app.
5. To be involved in the testing and launch of the app.

We are looking to appoint an experienced company/individual with demonstrable evidence of the following:

- Significant experience of working with digital assets; editing and transferring.
- Significant experience of researching and using collections.
- Experience of script writing and or copywriting.
- Exceptional organisational skills.
- Clear, robust and effective measures to ensure the security of personal data collected and processed in line with the General Data Protection Regulation.
- Exceptional communication and interpersonal skills, capable of dealing with a range of people.
- It would be desirable to have had experience of working on apps and or using Content Management Systems.

Contract dates

This contract would run from Jan 2024 to April 2024. We are aiming to get the App as ready as possible for the 1 March 2024 to test before we open the doors to the public on the 15 March 2024.

Draft outline of time division for App producer:

6 days	Script writing
2 days	Researching
4 days	Gathering and editing digital assets
1 day	Meetings
1 day	Planning the recording of voiceovers
3 days	Recording the voiceovers
1 day	Testing with Llama Digital
1 day	Involvement in the launch of the app

Contract Value

The cost of the total project is £5,700 which includes; expenses, contingencies, and prelims.

There is no further budget for the hire of filming equipment or editing programmes subscriptions.

Payment terms

Payment terms will be in two stages; £2,850 Feb 2024 and £2,850 April 2024.

Management

The contract will be managed by Kerry Vasiliou, Learning and Engagement Manager. You will liaise with Kerry on all aspects of the brief.

How to apply:

Your submission must include:

- No more than two sides of A4 please providing an outline of relevant previous experience which relates directly to the 'scope of works' including the skills you would use to deliver the project. Please include how you would manage the 'scope of works'.
- Two referees with whom you have worked on similar projects. Please ensure they are in a position to provide a reference for the team members you propose (if applicable) for this project.
- CVs may be attached in addition to your proposal.

On being invited to interview we will ask you to complete a Grounds for Exclusion, Form of Tender, Certificate of Non-Collusion and Non-Canvassing Information Provided In Confidence & Commercial Interests, Blackpool Council Supplier Charter.

Please send your proposal to: Kerry Vasiliou, Showtown kerry.vasiliou@blackpool.gov.uk by midnight on the 8 Dec 2023. For further information on the project or any enquiries regarding the role please contact Kerry Vasiliou on the email above.

Selection process

The quotations will be selected based on the following criteria;

- Relevant experience 60%
- Skills and knowledge 40%

Assessment Criteria: Assessment of the extent to which the response demonstrates and evidences:

- Previous experience and successful delivery
- Sector specific knowledge and experience
- Adequate resources / capacity to deliver the brief
- Clear and robust contingency plans to ensure continuity of service and sufficient cover
- Appropriate plans to manage and coordinate activity
- Quality commitment throughout proposal
- Appropriate consideration given to working and communicating effectively

How we will evaluate your submission

Your proposal will be evaluated using scores that reflect the extent to which the responses address the published assessment criteria.

Scoring:

0	No response provided/ does not address any of the issues
1	Very poor response with minimal issues addressed
2	Poor response with few issues addressed
3	Satisfactory response with majority of issues addressed
4	Good response with all issues satisfactorily addressed
5	Outstanding innovative response

Due Diligence

The Preferred Bidder will be subject to a reality check i.e. this may involve (but not limited to): financial viability/risk checks (D&B), a site visit, checking references, checking capability and track record and, where appropriate, speaking to organisations who will be involved in supporting the Contractor e.g. sub-contractors, regulatory agencies, etc.

References will be sought as part of the Council's due diligence process. The Council reserves the right not to enter into a contract with the preferred bidder should any of the references prove unsatisfactory.

As part of the due diligence process, the Authority may obtain a credit rating report for the Preferred Bidder. The Authority reserves the right not to enter into a contract with the Preferred Bidder, should any of the financial assessments demonstrate an unsatisfactory financial standing.

Data Privacy

Blackpool Council is the Data Controller for the personal information you have provided in this tender/quotation. The Council's Data Protection Officer can be contacted at DPA@blackpool.gov.uk.

Any personal information included in your bid submission will only be used to clarify and evaluate your bid as part of the procurement process. If your bid is successful, we will also use the information to form a contractual agreement which will be signed by both parties and held on the Council's Corporate Contracts register. We are allowed to ask for your personal information as the Council has a statutory duty to comply with the Public Contract Regulations 2015 and to conform to its own Contract Procedure Rules.

We may ask a trusted external representative to join the evaluation panel and we would be required to share your personal information with them for the evaluation process.

We will share your personal information with others if we are required to do so by law and as set out in the terms and conditions of the contractual agreement.

For further information about how Blackpool Council uses your personal information, including your rights as a Data Subject, please see our website <https://www.blackpool.gov.uk/Your-Council/Transparency-and-open-data/Data-protection/Privacy-notices/Privacy-notices.aspx>.

Additional Information

The Council cannot guarantee the amount of business which will be generated to the successful bidder - any stated volumes, quantities or usages are a guide only.

Please also note that the Council will not be liable for any costs / prices not identified in your submission. No responsibility will be borne by the Authority for errors in Bidders' pricing submission

The Authority may at its absolute discretion reject any submission which does not provide all the information required and requested by the Authority, in the form requested.

The Authority does not bind itself to accept the lowest or any offer, and reserves the right to accept the whole or part of any offer. Each party shall be responsible for its own costs in submitting this offer.

If at award stage the preferred bidder chooses not to accept the offer to enter in to a contract, the Council reserves the right to award to the next highest scoring bidder and so on.

If your offer is successful, you will be expected to provide the goods and/or service in accordance with the Authority's terms and conditions and specific requirements detailed in this document.

Bidders should be clear that should their offer be accepted, the submitted method statements and pricing and social value responses will be integral to the contract and will be enforceable under the terms of the contract.



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