Invitation to Tender: New Show Me

Date of issue: August 5th 2013

Culture24 wishes to commission a new version of its award winning Show Me online service (www.show.me.uk), as part of the Connecting Collections project: to support museums and schools in delivering collections-focussed, cross-curricular, creative and cultural learning experiences at Key Stage 2 and Key Stage 3.

Prospective suppliers should respond to the brief indicating:

- How they would achieve the required outcome and each of the 12 aims within the brief, including a breakdown of costs and a schedule
- An organisational biography, including:
  - relevant skills and experience of staff to be involved in managing and delivering the service
  - brief information on any similar projects undertaken

Brief

Required Outcome:

The new Show Me should be an accessible, attractive and easy to use online service that presents a wide range of resources to support museums and schools in delivering cross-curricular, creative and cultural learning experiences at KS2 and 3. At its heart will be museum collection objects from a wide range of museums, galleries and archives. It must appeal to our target audience of 7-14 year olds, meet their expectations of an informal digital learning resource and take into account their digital information-seeking behaviours within and beyond the classroom. It’s vital that users be able to search, browse, view and use collection objects and related content easily and clearly. We’re looking for a fresh and clean look and feel that lets the collection objects at the website’s heart sing out, doesn’t patronise children (particularly those at KS3) and will age gracefully. We’re open to the new look building upon the current robot logo or starting afresh.

The new Show Me service should:

1. Be developed closely with Connecting Collections partners, (Culture24, Collections Trust & Culture Street), stakeholders and users. The project will undertake consultation and establish stakeholder and user groups which can be used by the supplier for this purpose
2. Be developed iteratively over the 12 months from October 1st 2013, with a first Beta iteration being ready for December 1st 2013; and content and data services from partners being integrated as they become available
3. Have a newly designed branding and graphic look which appeals to the primary target audience of 7-14 year old KS2 and KS3 learners and usefully serves their teachers, its secondary audience; and works effectively in all online and print media
4. Be published via an easy to use and sustainable open source platform, such as WordPress

5. Be capable of integrating and presenting data and content from project-partners and other sources, including:
   a. Editorial content from the Culture24 content development system
   b. Event, venue and educational resource listings from the Culture24 database
   c. Collection object-data and image-files, aggregated within Culture Grid from Collections Trust
   d. Content feeds from Culture Street
   e. Content from social media channels such as Twitter and Pinterest

   Please note: Data and content from project partners will be available via a range of means, including RESTful APIs

6. Provide easy, audience-appropriate ways to access, find, use and share the diverse range of resources presented

7. Be accessible to the target audience within schools, museums and other locations where education services are delivered via controlled networks

8. Be accessible on all major platforms for devices including, Interactive White Boards; tablets and smartphones

9. Meet web accessibility standards, aiming for WAI Level AA

10. Be able to integrate with social media channels including Twitter, Facebook and Pinterest

11. Be Search Engine Optimised to attract the target audience of KS2 and 3 learners and teachers

12. Be capable of having a full range of usage information recorded to inform future developments, e.g. via Google Analytics.

Background:

**Culture24 and Show Me**

Culture24 is an independent charity existing to support the cultural sector to reach audiences across digital platforms. We collect, curate and distribute content from and about museums, galleries and other cultural institutions, providing a digital platform for cultural organisations of all sizes and promoting their activities and content to wider audiences via their own channels and third party services.
Culture24 has supported museums and galleries in reaching young audiences for ten years, showcasing safe, age-appropriate and engaging digital content on Show Me, their website for children, teachers and parents. The Bafta and Webby nominated website has been viewed by millions of children since its 2002 launch, won multiple awards and driven sustained audiences to a wide range of museum and gallery content.

www.WeAreCulture24.org.uk – our company website

www.Show.Me.uk

Partner links:

www.CultureStreet.org.uk

www.CollectionsTrust.org.uk

www.CultureGrid.org.uk

Tender process and timetable

All responses must be sent by September 9th 2013 at 10am to Anra Kennedy, Content & Partnerships Director, Culture24 - anra@culture24.org.uk

Please submit responses by email, with examples of previous work to be viewable online or as digital files.

Interviews for shortlisted suppliers will be held on Wednesday September 18th 2013 at Culture24’s Brighton offices. Firms will not be expected to make formal presentations; more information will be given if you are invited to interview.

Tenders will be considered from single suppliers or partnerships.

Enquiries may be sent to anra@culture24.org.uk and phill@culture24.org.uk (Technical Producer, Culture24)

This invitation to tender is viewable online at: