# Statement of Requirements

# Interpretation and digital engagement programme

# The Real Wild West: Adopt-a-Monument in west Ardnamurchan

## Purpose of the work

Archaeology Scotland wishes to commission an Interpretation and Digital engagement programme for the Real Wild West: Adopt-a-Monument (AaM) programme in west Ardnamurchan. This aims to deliver Programme 3: *Interpretation and Visitor Experience* and Programme 2: *The 3 Hubs Network* (see attached Project Plan).

The awardee will work with Archaeology Scotland staff to produce interpretive material and digital recording and interpretation for the Real Wild West Programme the overall aims of which are:

1. Enhance the understanding, management and protection of the Historic Environment of Ardnamurchan.
2. Develop skills of participants through hands-on archaeological experiences.
3. Design and deliver informative heritage interpretation for the peninsula.
4. Enable local community groups to actively create and promote heritage related tourism opportunities on Ardnamurchan.
5. Enable local community to develop long term outreach and education, and heritage strategy to increase benefits to local people through the heritage of Ardnamurchan.

There will be five key outcomes:

1. The Historic Environment of Ardnamurchan will be better understood and cared for.
2. Increased health, wellbeing, confidence and skills of participants.
3. Increase in young people engaging with local heritage, learning new skills, and increasing cross-generational & cross-community learning.
4. Community groups and local businesses will develop long term heritage focused sustainable tourism for the local area – with increased boost to local economy.
5. Increased, and better-informed visitors to Ardnamurchan – increased quality tourism experience.

The Interpretation and Digital programme will be delivered alongside ongoing RWW programme, and awardees will work in partnership with Archaeology Scotland to support the local community in interpretation activity, design and implementation and involve them in co-designing and co-producing the following outputs:

* Physical and digital Interpretation, co-designed with local community, developed and installed at 10 Adopt-a-Monument sites identified and recorded as part of the Adopt-a-Monument project, plus the Blackhouse and Camas nan Geall projects.
* A heritage “trail” (physical and digital) taking in the 10 AaM sites, three heritage hubs and any other sites identified, including a “see them all” activity.
* Creation of 3 Hubs Network: Information and visitor experience & interpretation installation at the three heritage hubs, incorporating programme outputs including digital content of the 10 AaM sites, the blackhouse project and appropriate archaeological material.
* Content for project communications including, but not limited to, photographs, video and audio content, digital material.
* Ongoing project evaluation – in line with overall programme evaluation
* Final report

The Interpretation and visitor experience/Digital programme will run concurrently with projects delivered by AS including Adopt-a-Monument in Ardnamurchan, Of Hearth and Home and Of Saints and Sinners (details in project design). The awardee will be expected to work alongside AS on these projects as required.

## Background

Archaeology Scotland is the leading independent charity working to inspire people to discover, explore, care for and enjoy Scotland’s archaeological heritage.

We were established 75 years ago and have gained a wealth of experience with community engagement, volunteer management and professional best practice. We are a medium-sized charity with a core team of around 12 FTE staff with a strong record of managing and delivering projects that make a difference to people’s lives, through engagement in heritage and archaeology.

The Real Wild West: Adopt-a-Monument programme is a Natural and Cultural Heritage Fund supported programme, administered by NatureScot on behalf of the Scottish Government. Which aims to:

1. Enhance the understanding, management and protection of the Historic Environment of Ardnamurchan.
2. Develop skills of participants through hands-on archaeological experiences.
3. Design and deliver informative heritage interpretation for the peninsula.
4. Enable local community groups to actively create and promote heritage related tourism opportunities on Ardnamurchan.
5. Enable local community to develop long term outreach and education, and heritage strategy to increase benefits to local people through the heritage of Ardnamurchan.

The Real Wild West Project will combine Adopt-a-Monument community-led heritage stewardship and heritage conservation with aspects of successful tourism projects such as Ireland’s Atlantic Way and Scotland’s North Coast 500. The Real Wild West project will tell and share important stories, improve cultural and natural heritage assets and develop a strong training element to strengthen the knowledge within the wider communities (including tourism businesses).

Adopt-a-Monument has been able to support community groups to preserve and promote Scotland's heritage. Adopt-a-Monument was developed to provide the opportunity for people of all ages (and backgrounds) to engage with heritage in a manner which empowers and educates participants, whilst promoting a sense of ownership and civic pride. In its current phase, the Scheme has achieved a considerable amount having worked with over 70 community groups throughout Scotland. However, the Scheme has a ‘living’ list of over 130 traditional projects that have enquired about receiving support. Adopt-a-Monument has attracted considerable interest from heritage organisations, which recognise the scheme as a great method of harnessing the enthusiasm of a local community to take a lead role in conserving and promoting local heritage assets. Therefore Archaeology Scotland has the potential to inform the management and enjoyment of a wide range of heritage sites and audiences, from community groups to statutory bodies. The HLF grant that supported AaM between 2011 and 2016 allowed the Adopt-a-Monument Scheme to grow from 12 pilot projects in 2006 to over 100 in the period and provide the opportunity to work closely with Scotland’s communities to care for their heritage.

The Real Wild West project is community-led. The spirit and working methodology of AaM is all about ‘bottom-up’ and community-led projects. This is our leading driver, because, not only are projects more sustainable when communities are involved in the decision making but communities understand their heritage and landscapes and are unable to unlock important details that can disappear in national collections.

This project has been developed in consultation with the West Ardnamurchan Community Development Company, Ardnamurchan History and Heritage Association, West Ardnamurchan Community Council, The Ardnamurchan Transitions Project and the Ardnamurchan Natural History and Visitor Centre, who are all partners in the project.

The programme elements are based on a series of meetings and the under pinned by the West Ardnamurchan Community Action Plan.

Alongside the Interpretation and visitor experience/ Digital element of the programme, the programme is made up of six other programme elements (See Project Plan):

* Adopt-a-monument; Conserving the Heritage of west Ardnamurchan
* The 3 Hubs network: Information and visitor experience
* The Training Programme
* Of Hearth and Home: Reconstructing the Blackhouse
* Of Saints and Sinners, Unearthing Camas Nan Gael
* Sustaining the project and Economic Impact

## Operational Project Delivery

The contract value is for a fixed cost £48,000 inc VAT to the end of March 2023 and all evaluation, project reports and invoices must be in by that date, as well as all outputs delivered.

In appointing any sub-contracts a tender must be issued to at least 3 contractors in line with Archaeology Scotland procurement policy (see attached Policy).

Sub-contractors must follow **Scottish Government** and **ERDF** procurement rules for **every** procurement. Please get in touch with Archaeology Scotland for details.

Archaeology Scotland will project manage awardees and contractors and provide relevant background information and personnel support. We can also draw on the wider skills of the partnership and community contacts in volunteering, archaeology and natural heritage to support this programme as required.

## Method and Requirements

It is envisaged that the methodology and outputs will include the following requirements:

* Work closely in partnership with Archaeology Scotland and local community groups
* Engage with key stakeholders, landowners, community groups & organisations
* Creation and delivery of physical and digital interpretation, co-desinged and co-created with local community and stakeholders, of 10 AaM sites plus Blackhouse and Camas nan Geall projects
* A heritage “trail” (physical and digital) taking in the 10 AaM sites, three heritage hubs and any other sites identified, including a “see them all” activity.
* Creation of 3 Hubs Network: Information and visitor experience & interpretation installation at the three heritage hubs, incorporating programme outputs including digital models of the 10 AaM sites, the blackhouse project and appropriate archaeological material from the programmes excavations.
* Deliver co-creation and co-design activates with local community
* Media and marketing content work to share project events, progress and results
* Monitoring and evaluation of the programme
* Final report
* Adherence to pro equality and sustainability strategy
* Adherence to project Programme Language Strategy

## Contract management

All correspondence and queries relating to the delivery of the contracted work will be directed to the AS Project Manager Phil Richardson, in the first instance. He will be responsible for ensuring the quality and delivery of the outputs in accordance with the agreed timetable.

## Reporting

* Successful awardees must report to AS on a quarterly basis (at least two weeks before the end of the quarter) using the AS monitoring and claims forms (Supplied separately)
* A final report outlining project evaluation, outcomes and outputs are required on completion of the project.

## Key Stages

The key stages of the project are detailed below with the indicative timetable to be agreed between the awardee and the Project Manager.

|  |  |  |
| --- | --- | --- |
| Inception Meeting *Contract particulars confirmed, and to*  *ensure understanding of the contract by all parties, hand over any information and contact details, etc* | w/c 22 November 21 | Timescales, evaluation and forward programme to be agreed, key contacts in community, fix other key dates e.g. installation/launch |
| Develop specification for any subcontracts e.g. digital archaeologists/Artist etc  Make initial contact with community  Engage key stakeholders meeting including council and landowners | w/c 22 November 21 | To take forward the work with communities. |
| Interpretation and digital programme commences e.g. workshops, events, survey, recording | w/c 22 November 21 | Delivering community engagement and training, carrying out survey work, design of interpretation and trails |
| Ongoing campaign and media work to promote project progress. | Ongoing | To publicise ways for communities to find out more and to highlight the ongoing achievements of the project. |
| Interpretative materials and digital content complete | 31 March 23 | To complete project outputs |
| Interpretative installations and hub content | 31 March 23 | All physical interpretation installed |
| Final report on outcomes, final press release, and final payment following acceptance of Final report | 31 March 23 | To provide a report on the project impact |

## Payments

Invoices should be made out to Archaeology Scotland.

A payment schedule will be agreed upon the appointment of the contractor. It is envisioned payment will be made quarterly as required following acceptance of the specified outputs. Payments will be made by BACs within 30 days of receiving an invoice.

## Submission

Submissions should include the following:

* Confirmation of the proposed method and programme of work. This should specify how the contractor will apply the methodology, in line with the aims and objectives specified above.
* Details of all methodologies where these have been requested
* The key sources and contacts to be used in undertaking the work
* Confirmation that the requested report formats will be provided in the final document
* A note of any dependencies or assumptions that have been made in developing the methodology (e.g. any information that AS may be expected to provide to assist the consultant in undertaking the work)
* CVs of all personnel involved
* A short description of any similar work recently undertaken by the contractor
* Equality and diversity policy
* Sustainability (green) policy

Consultants shall provide a breakdown of costs as follows:

* A total cost for professional services
* The total number of days required to undertake the work
* Total number of days allowed for each person at each stage of the work, and relevant day/hourly rates for each team member
* Itemised and total travel and subsistence costs
* All costs are to be included in the response, including room hire, delivery materials, any consumables and so on.
* Itemise any other expenses such as art materials, design and printing
* Total cost, excluding VAT
* VAT status

It is acceptable for a team of consultants to be formed and for elements of the work to be sub-contracted. Archaeology Scotland encourages the use of local contractors. Where any arrangement has been made between parties, the ‘lead’ consultant will be deemed to be the consultant invited to respond to this invitation and be the nominated contact for correspondence with the client.

The lead consultant will be responsible for ensuring that all of the information is collated and presented as single piece of work and should supply information for each member of the team as noted above, identifying the names of team members and likely time input to the project.

## Procurement Process

The intended timetable for this tender process is:

|  |  |
| --- | --- |
| **Activity** | **Date** |
| Issue Invitation to tender | 11/10/21 |
| Tender return date | Midnight 18/11/21 |
| Evaluation of Proposals | w/c 15/11/21 |
| Notification of Award Decision to All Tender Invitees | 22/11/21 |
| Award Contract | 22/12/21 |
| Contract start date | 24/11/21 |

Tenders should returned by email to p.richardson@archaeologyscotland.org entitled *Real Wild West Interpretation and Digital programme* by **midnight** on Thursday 18th November 2021.

## Evaluation criteria

**Evaluation of Tenders and Awarding**

**Evaluation Committee**

Tenders will be evaluated and scored by a tender panel made up of AS Director (Chair), AaM Project Manager (Secretary), AaM Senior Project Officer, Representative of AHHA (project partner), and a member of AS board (with background in law/finance).

**Evaluation Meeting/Report**

A meeting of the evaluation committee will take place once the deadline has passed and each tender will be scored. An evaluation report will be compiled (following templates outlined in EU Public Procurement Guidance for Practitioners, 2018), detailing final decisions to award the contract.

**Evaluation Criteria**

All procurement for RWW AaM will be based on a **best price-quality ratio (80% Quality - 20% Cost)** (Table 1).

**Table 1. Evaluation Criteria**

|  |  |
| --- | --- |
| **Evaluation Criteria** | **Weighting** |
| **Objectives and Scope of Service (Quality)** – Suppliers demonstrate their ability to fully meet the requirements of the programme/project as set out in the tender document | 35% |
| **Experience / Technical Knowledge of Proposed Personnel –** Based on CVs/ previous work & projects etc submitted, membership of professional bodies | 20% |
| **Costs** - Suppliers’ costs / fees etc. | 20% |
| **Sustainability** – Suppliers demonstrate their commitment to sustainability (for example: green project e.g. reduced co2/plastics and sustainable materials; Local supplier/material etc) | 15% |
| **Timetable** – Suppliers demonstrate their ability to meet the contract timeframe indicated. | 10% |

**Formula to rank tenders**

Tenders will be scored and ranked using the following formula (taken from Page 76, *Formula to Rank Tenders* section of the EU Public Procurement Guidance for Practitioners, 2018):

Score for Tender A = Cheapest Price / Price of Tender A x 100 x Price Weighting (20%) + Total Quality Score (out of 100) for Tender A x Quality Criteria weighting (80%)

**Evaluation Matrix**

Procedure for scoring will follow guidance outlinedthe EU Public Procurement Guidance for Practitioners, 2018, including ensuring that scoring is carried out in objective and consistent way and that all members of the evaluation committee have agreed scoring procedure before scoring is started.

Quality Score (Table 2) will be calculated using following Matrix

**Table 2. Quality Score**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Weight** | Category | Weight | Subset | Weighting | Score |
| **Quality** | 80 | Objectives and Scope of Service | 40 | Relevance | 10 |  |
| Scope of proposed work | 8 |  |
| Planning & Management | 7 |  |
| Monitoring and Evaluation | 6 |  |
| Demonstratable commitment to project protocols e.g. procurement/equalities/language etc | 5 |  |
| Comms | 4 |  |
| Experience and technical knowledge | 20 | Staff experience | 10 |  |
| Similar delivered projects | 10 |  |
| Sustainability | 10 | Sustainable targets & Evaluation | 8 |  |
| Commitment to project protocol | 2 |  |
| Timetable | 10 | Responsiveness and flexibility | 5 |  |
| Risk Management | 5 |  |
| **Costs** | 20 | Price | 20 | Project budget | 15 |  |
| Added Value | 5 |  |
| **Total Score/100** | | | | | |  |

## Project Manager and contacts

The Manager of the project is Phil Richardson, p.richardson@archaeologyscotland.org, Archaeology Scotland Suite 1a, Stuart House, Eskmills, Station Road, Musselburgh, East Lothian, EH21 7PB, Tel: 0300 012 9878

Any supplier requiring further clarification or for an informal talk to discuss the project should address their enquiries in writing (email will suffice) to the Project Manager.