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Planning

IWM/2223/Exh/3100 - Development and Provision of Audio Multimedia Guides

Imperial War Museums

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-003846

Procurement identifier (OCID): ocds-h6vhtk-03a3d8

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Section I: Contracting authority

I.1) Name and addresses

Imperial War Museums

IWM London, Lambeth Road

London

SE1 6HZ

Contact

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Email

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Telephone

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Country

United Kingdom

Region code

UKI45 - Lambeth

Internet address(es)

Main address

www.iwm.org.uk

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

IWM/2223/Exh/3100 - Development and Provision of Audio Multimedia Guides

Reference number

Exh3100

II.1.2) Main CPV code

- 92500000 - Library, archives, museums and other cultural services

II.1.3) Type of contract

Services

II.1.4) Short description

Imperial War Museums (“IWM”) requires a contractor to develop and deliver audio guide content and associated hardware in order to provide audio-guided tours for visitors at two of their London sites. These audio guides should be developed and tested ready to be launched on 1 June 2024. The contract will include the installation and ongoing maintenance of the new audio guide system for a period of five years with an option of two further one-year extensions. The full invitation to tender will be published on contracts finder on 31st March 2023. IWM’s five branches attract over 2.5 million visitors each year. Churchill War Rooms and HMS Belfast are IWM’s two historic sites in London. Churchill War Rooms During the Second World War, a group of basement offices in Whitehall served as the centre of Britain’s war effort. The complex, known as the Cabinet War Rooms, offered a secure headquarters to leading government ministers, military strategists and the Prime Minister, Winston Churchill. These rooms, and the people who worked in them, became the heart of Britain’s war machine. The site is now part of IWM and opened to the public in 1984. In 2005, the award-winning Churchill Museum was opened, and the site was renamed Churchill War Rooms. Churchill War Rooms (“CWR”) is open seven days a week, welcoming over 620,000 visitors per year (2019 pre-Covid figures). HMS Belfast HMS Belfast is IWM’s historic 11,500-ton cruiser moored in the Pool of London. It is the last big gun armoured warship in Europe to have fought in the Second World War. The ship is a unique example of Britain’s maritime history in the twentieth century and has been part of IWM since 1978. HMS Belfast (“HMSB”) is open to the public seven days a week and receives over 320,000 visitor per annum (2019 pre-Covid figures). **OUTLINE** All visitors to the sites, including event guests, receive a free audio guide which guides them around the site. The guides are included in the admission

fee and are available in a selection of languages. The current audio guides have been in place since 2005, with a similar guide in operation prior to that. There have been minor tweaks to these guides, but the overall experience remains unchanged since they were launched. The current offer will be available until 2024 before it is permanently retired. It is the intention of IWM to offer a refreshed and modernised audio or multimedia guide to all visitors, free with general admission. THE GUIDE The requirements of the production include but are not limited to: ?Provision of 625 handsets at Churchill War Rooms (“CWR”) and 550 at HMS Belfast (“HMSB”). These figures reflect the site capacity. ?The handsets are used to monitor capacity at the sites so a minimum operational level of 90% would be required at all times. ?The adult tour will be produced in English and eleven additional languages. The choice of languages will differ at each site. ?Content for family groups ?Provision for those with hearing or visual impairment. ?IWM to retain copyright of all content. ?The tour will be primarily audio-led, but with provision for use of images and films where possible. ?Overall tour length (i.e., total running time) should be in the region of 45-60 minutes. ?Tour to also feature some dramatic elements to help create a sense of time or place. ?Handsets to have 3.5mm headphone jack (necessary) and options for Bluetooth/wireless headphone connectivity (optional). ?Options for provision of headphones/ headsets. ?Compatibility with personal hearing/ inductive loops to be demonstrated. ?Handsets to have lanyard or carry handle, with safety release catch in chosen colours. ?A robust impact-proof cover/ case There will be opportunity to pose questions and arrange site visits in April 2023. Details will follow in the Invitation to Tender.

II.1.5) Estimated total value

Value excluding VAT: £370,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 92520000 - Museum services and preservation services of historical sites and buildings
- 92521000 - Museum services
- 92521100 - Museum-exhibition services

II.2.3) Place of performance

NUTS codes

- UKI32 - Westminster

Main site or place of performance

Westminster

II.2.4) Description of the procurement

A detailed creative brief will be issued alongside the Invitation to Tender on 31 March 2023. The return should include, but not be limited to, costs for:

?The creation of the tour – script and content development in collaboration with IWM content and interpretation team.

?Translation into chosen languages.

?Sound recording (including studio hire).

?Provision and installation of handsets, charging racks and alarm systems.

?5-year lease and service level agreement.

?Cost per unit and lead time required to hire additional handsets on a monthly basis (for peak times if required)

?Option to update equipment and software.

?Cost for replacement of lost handsets and threshold for contractor's liability (for example, up to 50 handsets lost across both sites per year).

?Data download and provision

?Content updates – see scenarios above.

?Annual battery replacement.

?Proposed solution for minimising handset loss.

II.3) Estimated date of publication of contract notice

28 July 2023

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

Section VI. Complementary information

VI.3) Additional information

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