



Museums and Heritage Highland (MHH): Virtual Exhibition Design Brief Invitation to Tender

Tenders are invited from professional web designers to work with MHH to develop a dynamic new online presence to present a Virtual Textiles Exhibition:

‘Highland Threads’ - telling the story of Highland Fashion through the ages

1. Introducing MHH

Museums and Heritage Highland (MHH) is a new charity formed in March 2019. We are a strong, supportive voice for heritage in the Highlands. Our members include museums, galleries and heritage organisations of all sizes from across the region. We work to promote collaborative working and capacity building; promoting partnership opportunities that support our members achieve their purpose and to be sustainable and resilient in challenging times.

What we do

We exist to strengthen the heritage sector in the Highlands for the benefit of everyone living in and visiting the Highlands. Our projects are drawn from our membership with the key aim of helping museums and other heritage organisations raise standards, engage with more people, collaborate with each other and be sustainable and resilient.

Our vision is a strong and resilient heritage sector in the Highlands, embedded in local culture and responding to our local communities needs; supporting cultural tourism to benefit local economies and encouraging everyone to engage with our diverse histories.

We are currently a small board with two part time posts supporting the board in helping to realise the organisation’s aims.

2. The Project - Highland Threads

This project is a partnership digital and physical exhibition using creative collaborations to develop innovative ways of engaging audiences by bringing together museums from across the Highland region to showcase the stories of Highland Fashion through history.

We are working with 14 museums to bring to life their best costumes and create a virtual exhibition that people can visit from the comfort of their own home. Museums that are open will display their key costume with a trigger point linking to the wider exhibition, allowing it be accessed via the visitors own device. All costumes will have video images taken and we want to create an online virtual exhibition of all the works alongside a digital map showing you where all costumes are located.

Online we want the visitor to have access to the whole collection, be able to interact with the objects, listen to their stories, read about their history, look at the detail and learn how they were made. Each item will have a storyboard with a brief history of that item and for the open museums, there will be a trigger point (like a QR code) that will take you to the full digital exhibition.

The online exhibition would not only give the opportunity to tell the stories of these items, but for museums (open and closed) to try to drive income at this time through links to 'paying it forward' options (for example, an option to donate your entry fee to the closed museum in return for free entry in 2021) and/or to online shops or just general donation sites.

There would be an education element with live streamed talks (again with pay by donation option to help drive income for struggling museums) and children's activities. Including (potentially) a digital dress up application via instagram.

The aim of the project is to use our collections to support museums in these difficult times - driving new and existing audiences to our museums whether they are open or closed; helping museums find new ways of creating income streams; and opening up access to collections in a manageable, sustainable and engaging way.

3. What We Need

We want to commission a strong and active web presence for the project that will act as the exhibition portal and home for all the project's digital content. This virtual exhibition must utilise a realistic, flexible and cost-effective platform for a variety of media content that will give an overall feeling for what the project is about and who it is for - audiences, researchers, makers.

We want this web presence to:

- Present the costumes in a dynamic, engaging and contemporary style with strong interactivity.
- Interact with the museum communities
- Integrate with and strengthen the MHH brand
- Promote the exhibition collection to a local, national and international audiences - including local people, tourists and history specialists
- Be interactive, allowing ease of access to the both the main exhibition and the individual items

Site Functionality

The primary functions of the site are focussed around 4 areas:

Virtual exhibition

This is the key aspect of the project and will bring together the video images of each of the 14 museum's costumes as if they were together in one exhibition space. They will be clickable so that people can access more information on each item.

Digital Map and Individual Item pages

There must be a digital map, pinpointing the location of each costume and linking through to its dedicated page. We want each dedicated page to tell the story of that item using text, audio, video and imagery. There will also be links to the host museum and options for visitors to donate to each museum.

Who We Are

Key information on MHH - who we are, what we do and how people can get involved with the organisation.

Get Involved

Links to resources and an online events calendar.

Target Audience

The website has to help us develop audiences for each museum, focusing on those with an interest in and connection to Highland History and textiles.

Local Participants

Our museum's every day users and those who take part in their projects and programmes. They are across ages with different levels of historical knowledge.

Highland Diaspora

International, interested in Highland History and heritage. They must be able to engage remotely with the exhibition.

Visitors

Both those general to the area and also cultural tourists. The site should cater for those interested in Highland History generally, but also in textiles and fashion. Our tourist audience is mainly older.

The 14 participating museums are often located in remote/rural parts of the Highlands. The opportunities, therefore, for a heritage audience that is international or long distance to visit one, let alone all 14 museums is relatively small. The web presence must target the national and international audience that may not be able to visit in person.

4. What You Must Bring to the Project

We are looking to engage a professional, imaginative web designer who understands our vision and can develop an integrated and intelligent response to our requirements.

The new website must be built on an established platform, the core content of which can be easily managed and updated by non-specialist staff and/or volunteers.

To apply for this opportunity, you must demonstrate the following:

- An understanding of the ethos, values and practical requirements of organisations working in the cultural sector and creative industries
- A strong track record of delivering integrated web solutions for media rich content
- The capacity to deliver the brief to the required standard within the timescale
- Value for money
- An excellent working knowledge of open source systems and interactive functionality
- A commitment to best practice in accessibility, social media integration and back-end functionality

5. Process and Timescale

Responses

Responses should be sent via email (nicola.henderson@museumsandheritagehighland.org.uk) no later than **5pm 30th November 2020**.

The proposal should be no longer than 4 pages and must contain:

- An overview of your work, including three relevant web presences undertaken by you in the last 2 years
- A response to the brief outlining your approach to implementing the brief
- A budget breakdown
- Biography and/or CV
- Contact details

Payment

The amount reserved for this work is £3000

Contracting Authority

The primary contact will be:

Nicola Henderson
Digital Innovation and Network Manager
Museums and Heritage Highland
e: nicolahenderson@museumsandheritagehighland.org.uk
t: 07388346626

The management of this contract will be with:

Dan Cottam
Grantown Museum
e: dan@grantownmuseum.co.uk
t: 07597984201

Outline Timescale

Issue of Tender: 3rd November 2020
Receipt of Tender: 30th November 2020
Interviews (via Zoom): 9th December 2020
Developer engagement: 15th December 2020
Work Commences: 5th January 2020
Interim Presentation: 10th February 2020
Web presence ready for testing: 3rd March 2020
Completion of Work: 18th March 2020

Intellectual Property

All work carried out will be owned by MHH. All intellectual property will reside with MHH on full and final payment of the project.

