



# Request for Proposal (RFP)

## SCAPA FLOW MUSEUM

## VOICES FROM SCAPA FLOW

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# 1 Overview

## 1.1 RFP summary

Project title	<b>VOICES FROM SCAPA FLOW</b>
Activities covered	<p>Scapa Flow Museum is seeking a production partner to research, record, edit and deliver a series of short audio stories to be available in-venue at Scapa Flow Museum and online in an extended podcast format. The aim of the project is to both enrich the current museum displays with additional stories and archive material, providing an even better experience for the visitors, as well as providing access to the museum content through a podcast version of the same stories.</p> <p>The aim is to engage both the local community and those further afield who want to learn more about Scapa Flow and its history but can't visit the island in person.</p> <p>Voices from Scapa Flow will launch in September 2026.</p>
Contract duration	Estimated start is April 2026 with the project launch estimated to be in September 2026 with podcasts to be scheduled fortnightly over approximately 2 years from September 2026. All podcasts will be produced and delivered for scheduling by end of October 2026.
Budget	£13,000 inclusive of any applicable VAT
Location(s)	Production will require a combination of remote and location work. Location work will be on Hoy and mainland Orkney.
Deadline for responding to this RFP	<b>4 March 2026</b>

## 1.2 About Scapa Flow Museum

[Scapa Flow Museum](#) tells the story of a remote but immense natural harbour off the far north coast of Scotland as the centre of the British naval universe during both world wars. Hundreds of thousands of military personnel passed through Orkney during the world wars – meaning millions of people alive today could have links to the artefacts at Scapa Flow Museum.

An equally important story is one of how this influx of thousands of service people affected the daily lives of the people of Orkney and left a lasting legacy on the archipelago.

The focus of this project will be to enhance and illustrate that story of the impact on the daily lives of the people of Orkney and their families from the First World War to the present day, with a view to creating a richer sense of connection and local ownership to the museum, its artefacts and its stories.

## 1.3 About the project

Voices From Scapa Flow is an in-venue and podcast project using both re-versioned existing sound archive and new audio stories. An essential feature of the project is that it should make use of local voices and stories from communities in the Orkney islands.

# 2 Scope of work

## 2.1 Objectives and context for this project

Scapa Flow Museum attract around 17,000 visitors annually, most of them from the UK and abroad. Engagement with the museum and its artefacts by the local community on Hoy, where the museum is located, and further afield on the other Orkney islands, is limited. Due to the island location of the Museum there is limited potential to increase the footfall in the museum itself but there is an opportunity to have stories associated with the history of the island travel and reach a much wider audience both in the local community and globally through this digital project.

The aims of this project are to:

- Create a better visitor experience for all those visiting but particularly for those visiting with family connection to the wartime military history of the islands so they gain greater insight into the lived experience of the families living in Orkney during the military presence.
- Provide an increased sense of ownership and engagement by the local community through a more direct contribution to the museum collection through story sharing.
- Create a digital audience for the voices and stories of Scapa Flow Museum through an ongoing online podcast series.
- Provide a way for local people with a connection to the history of Orkney to be able to share and document their family history.
- Provide skills and technical knowledge around podcasting which will allow the present team at Scapa Flow Museum to continue to gather stories to add to the collection and the podcast series into the future.
- Provide a mechanism for people across the world, with specific connections to Orkney military history, to be able to contribute stories to the series in future.

## 2.2 Target audience(s)

At the moment, the majority of the visitors to the museum are over 50 and are drawn to the military history aspects of the museum contents. The current visitor number break down is approx. 85% from the UK and Europe, with the next largest group from the USA, Canada and Australia (10%) and the last 5% are visitors from the rest of the world. The aim of this project would be to bring a new audience to the museum's content through human, relatable stories about island life. We envisage several target audiences for the project:

Local people, particularly people aged 18-50 raising families on the islands, who might be inclined to engage with human stories about how life on the islands has changed and evolved over the last century.

People with Orcadians roots, particularly those who might have moved to Canada, Australia and the USA and who have a strong interest in their family roots and may have family stories to share.

People across the world whose family may have connections to life in Orkney through being part of the military presence during the two World Wars and are keen to understand more about island life during the war.

## 2.3 Digital content and audience experience

Voices from Scapa Flow will involve the production of 40-50 stories, comprising new audio recordings and re-versioned current sound archive. The stories will take the form of first-person accounts together with diary and other archive readings. All the stories will be focussed on the lived experience of the people of Orkney from the First World War to the present day.

It is an essential feature of the project that local voices are used to share anecdotes from their own family history as well as in other archive content.

### IN VENUE:

The project will provide audio content for 4 audio listening stations (to be supplied by supplier to a spec provided by Scapa Flow Museum) – 2 in the main gallery, 1 in the social history gallery together with an additional listening station in the pump house. 1 of the listening stations should have a hearing loop for accessibility.

The listening stations will each have a selection of 8-10 different audio stories which will work in support of and in addition to the current exhibition stories and artefacts.

Each audio story will be a maximum of 2 minutes with the stories in the pump house scheduled to play a continuous loop.

### ONLINE:

A podcast series of the same title will be created which will comprise of longer form versions of the in-house stories. Each story will be a podcast in its own right (of varying duration), introduced by an Orkney museums staff member. It is planned that the podcasts will go live every fortnight, providing approximately 2 years' worth of podcast content.

A selection of stories will also be re-versioned into mini audio bites for social media, specifically Facebook and Instagram where the museum already has an established account.

The audio content will be an ongoing part of the museum content with opportunities to refresh the stories in the future.

While this specific project will generate content, which will appear online over the coming 2 years, the ambition is that the project will inspire an ongoing story gathering and sharing process where user generated content will contribute to the museum sound archive.

## 2.4 Digital accessibility

Please outline any approach you would make to ensuring the visibility/discoverability of the project for the intended audience and how you would make the content as accessible as possible to the widest possible audience.

## 2.5 Existing materials

It is anticipated that up to 30% of the content will come from re-versioning existing sound archive material and this should be incorporated into the project proposal. This material will have copyright clearance in advance (arranged by Orkney Museums and partners). The remainder of the content will need to include a combination of newly recorded interviews together with voiced up documents both from the archive and from the local community.

An essential element throughout should be the use of local voices and accents.

## 2.6 User-generated and co-created content

The local community will be asked to contribute stories and readings. Initial research for local people with stories to contribute and for relevant archive material will be done by Orkney Museum staff with the supplier then responsible for finalising the contributions and turning them into audio stories.

## 2.7 Audience analytics and evaluation

As part of the audience analytics the supplier should set up a podcast host at a level capable of providing data on audience download numbers, demographics and download location.

## 2.8 Content management

The supplier will be required to set up the podcast platform and for scheduling the first 10 episodes but then, following training given by the supplier, the Scapa Flow Museum team will be responsible for managing the process of uploading/shownotes/content management on the host platform going forwards.

Show notes/episode descriptions will be supplied by Scapa Flow Museum.

## 2.9 User training

The supplier will be responsible for training up 2 or 3 people in content management on the host platform. The supplier will also be responsible for training museum staff to capture stories in high quality audio bought to them in the future after this project has been completed to provide longevity and legacy to the project.

## 2.10 Technical specifications and integration requirements

The supplier will need to deliver MP3 versions of the audio stories (with MP3Tag in the case of the podcast versions)

The podcast element of the project will need to be able to be integrated into the current Orkney Museums homepage in the form of an embedded player with a second player embedded on the Scapa Flow Museum homepage. The supplier will need to make sure the embed player code is provided to the Museum, the practical embedding of the code will be done by the website digital team already in place.

## 2.11 Hardware and software requirements

The supplier will need to arrange to source/order/deliver the playout systems as specified below (or similar) in liaison with the Scapa Flow Museum. Scapa Flow Museum will be responsible for PAT testing and installation in line with their current policy relating to PAT testing on the island for museum contents.

<https://www.interpretationshop.co.uk/product/audioframe/?srsltid=AfmBOop3CVizElvlnWZvaEDQn1XokZctluoN5ysveFwFTRVLGj-M3gA>

## 2.12 Hosting

The supplier will be responsible for setting up an appropriate podcast platform post for a period of 12 months. With a budget allocation within the production budget allowing for a further 4 years thereafter.

## 2.14 Future activities, legacy and archive plans

Any design should incorporate the ambition of Scapa Flow Museum gathering stories into the future to add to both the in-venue and online experience. The project will remain live for a minimum of 5 years by which time it is hoped funding might have been found to continue gathering new content.

## 2.15 Environmental responsibility

We welcome details of how suppliers incorporate environmental responsibility into their proposed work.

## 3 Contract and project management

### 3.1 Project Timeline and Key Milestones

- Preferred contract commencement – 1 May 2026
- Set up of podcast host – 1 August 2026
- Installation of Hardware – 1 August 2026
- Preferred Launch for in-venue and online resource – 1 September 2026
- End of project – 31 October 2026

### 3.2 Approval processes

There will be 1 round of reviews. All content will be signed off by 2 project leads at Scapa Flow Museum and the lead contact at The Space.

### 3.3 Budget

There is a total budget of £13,000 inclusive of VAT with an additional £1,225 (including VAT) ring-fenced for a community element. The community element should be designed to engage and involve the local community in the project with a specific event involving Scapa Flow Museum.

Please include a breakdown of your suggested budget in your application. Indicative costs might be:

Audio Production and training £7,000

Travel and accommodation £1,000

Community Fund - £1,225

Other expenses – eg hardware/podcast platform £4,000

Music - £350

Contingency - £650

### 3.4 Payment terms

Please specify your payment terms. Payment will be between The Space and the contracted supplier.

### 3.5 Locations for work

It is anticipated that most of the work will be remote/online but that a location visit to the Orkney islands will be necessary for some of the recordings to be done and for community involvement. Any travel and associated costs for these site visits should be included within your budget.

### 3.6 Intellectual property and use of assets

- **Right to modify:** Scapa Flow Museum reserves the right to continue production of the podcast after this project without the need to use the same supplier.
- **Duration:** Any rights associated with the project should be in perpetuity.
- **Creative Commons:** As this project is funded by the National Lottery Heritage Fund we need to ensure all suppliers comply with section 3.5 of their Terms and Conditions: <https://www.heritagefund.org.uk/funding/national-lottery-heritage-grants-10k-250k/terms-conditions-0#heading-3>. This means that any new recorded elements for this project must be able to be shared under a Creative Commons CC BY 4.0 licence or equivalent. It will be the responsibility of the supplier to secure Creative Commons rights clearance with individual contributors. Any archive or existing sound recordings do not need to be licensed under Creative Commons and securing copyright will be the responsibility of Scapa Flow Museum.

### 3.7 Insurance

The supplier should have in place, and provide evidence of, appropriate insurance cover for elements of the project that take place away from the Scapa Flow Museum.

## 4 Responding to this RFP

### 4.1 Selection process

Interested suppliers will be asked to submit a short proposal (please see details in 4.4 'Response Requirements' below for more details). Candidates will then be shortlisted with potential suppliers called for a short interview ahead of selection and contracting.

### 4.2 Timeline for RFP process

The RFP will be awarded according to the following timetable:

Milestone	Date/Time
Deadline for RFPs to be received	4 March 2026
Interviews/presentations by Zoom	w/c 23 March 2026
Decision notified by	27 March 2026
Contract signed/project starts	20 April 2026

### 4.3 How to respond

Please submit your RFP in accordance with this brief by emailing: [Ellen.Pesci@orkney.gov.uk](mailto:Ellen.Pesci@orkney.gov.uk) with the subject line “RFP: Voices From Scapa Flow”.

The deadline for submission is: 5pm on 4 March 2026. Proposals received after this deadline will not be considered.

### 4.4 Response requirements

Please include the following in your proposal:

- A summary of your understanding of the brief
- Your response to the brief and how they would handle key requirements as outlined
- Examples and links to any relevant prior work
- Details of team members that would work on the project, their planned role and prior relevant experience
- Your proposed budget for the project, in line with the brief above
- Your proposed timeline for delivering the project, in line with the brief above
- How you plan to manage the project, particularly with regard to the location and any key processes you intend to use for podcast publication
- Details of 2 clients who could provide references or evidence from testimonials of working on similar projects previously.
- Contact details for any queries about your proposal

### 4.5 Evaluation criteria

RFPs will be assessed according to the following criteria:

Criteria	Weighting
Creative response and understanding of this brief	[15]%
Ability to meet digital elements of the brief	[25]%
Approach to rural project management	[25]%
Relevant previous experience	[25]%
Value for money	[10]%



## 4.6 Questions about this RFP

If you have any queries about this RFP please email: [Ellen.Pesci@orkney.gov.uk](mailto:Ellen.Pesci@orkney.gov.uk) with the subject line “RFP: Voices From Scapa Flow” by Monday 1 March 2026.

Please note, in the interests of fairness, we will share anonymised questions and our answers to those questions with all those invited to respond to this RFP.