



Cromarty Museum

The Fisherfolk of Cromarty: A Digital Heritage Walking Tour

Project Overview

Cromarty Museum would like to commission a production company to design and deliver a location-based digital heritage experience based on a significant photographic collection documenting Cromarty's historic fishing community. The project will provide public access to the museum's collection during its extended closure for redevelopment and will engage local community members to co-create new content including oral history, forming part of an immersive audio narrative. We are keen to explore how innovative digital technology can elevate the walking tour experience. For example, through subtle animation to bring historic photographs to life and through creative use of sound and storytelling.

The final output will be a free, mobile-access location-based digital walking tour, and a fully accessible online version for remote audiences

Context

Cromarty Museum is located in the historic Black Isle town of Cromarty and holds an important collection relating to the area's maritime and social history. The museum is closed for redevelopment, significantly reducing public access to its collections.

This commission is centred around a collection of photographs taken in 1903 by local photographer Willie John Smith. These images document the working lives, social conditions, dress, and community relationships of Cromarty's fishing community at the beginning of the 20th century. The photographs represent a way of life that has since disappeared and are of strong local, and national interest.

The collection has been digitised to high-quality TIFF standard but is not currently available online. This commission will transform this archival material into a dynamic, accessible and community-driven digital experience.

The project is being delivered in partnership with Cromarty Youth Café, and forms part of Cromarty Museum's wider digital development ambitions during closure.

Commission Detail

The commissioned production company will design and deliver The Fisherfolk of Cromarty: A Digital Heritage Walking Tour, an 8–10 stop, location-based digital experience through the town of Cromarty.

The walking tour will:

- Be accessible free of charge via mobile devices (iOS and Android compatible).
- Include an alternative online version for remote users.
- Incorporate historic photographs
- Include newly recorded audio narratives voiced by local residents and young people.
- Integrate storytelling elements based on research and oral history.
- Explore subtle digital enhancements such as animation, sound design and image transitions.
- Function in low-bandwidth conditions and/or include offline accessibility options.

The commissioned company will work closely with the museum team to ensure compatibility, accessibility compliance (minimum WCAG Single A standard), and long-term sustainability (minimum five-year functionality).

The project will launch in mid-August 2026.

Production Company Role

The commissioned production company will:

- Develop the creative and technical vision for the walking tour in collaboration with Cromarty Museum.
- Design the user journey, interface and experience architecture.
- Propose and implement innovative yet accessible digital interpretation methods.
- Integrate historic photography, and audio storytelling into a coherent experience.
- Explore sensitive animation or visual enhancement techniques where appropriate.
- Develop, record, edit and deliver audio content in partnership with Cromarty Museum and Cromarty Youth Cafe.
- Advise on geo-location functionality and offline capability.
- Work collaboratively with community workshop outputs, ensuring integration of:
 - Oral histories
 - Scripted character narratives
- Deliver the final digital platform within agreed technical parameters. The platform has to be publicly accessible and available online.
- Conduct user testing and accessibility review.
- Supply organised source files, documentation and handover training to museum staff.
- Provide maintenance guidance and support post-launch.
- Be available for press and PR activity around launch.

Some on-site activity in Cromarty will be required in July and August for audio production and testing and any travel costs for you to be on site should be included in your budget. Other than select specific dates, production can be undertaken by the supplier remotely.

Cromarty Museum will:

- Lead archival selection and research.
 - Facilitate community workshops and participant recruitment.
 - Provide digitised photographic assets.
 - Develop audio content in workshops led by a storyteller in partnership with Cromarty Youth Cafe and the production company and work with the production company to record and edit content.
 - Manage rights clearance and Creative Commons licensing.
 - Coordinate storytelling and photography workshop delivery.
 - Support evaluation and audience engagement.
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Rights and Usage

All newly created material (audio, scripts, workshop photography and digital assets) will be licensed under Creative Commons Attribution 4.0 International (CC BY 4.0) or equivalent.

New code and metadata will be marked with Creative Commons 0 1.0 Universal (CC0 1.0) Public Domain Dedication.

The 1903 Willie John Smith photographs are in the Public Domain and will be marked accordingly (CC0 or equivalent).

A full rights log will be maintained.

The agreed fee will include payment for rights to use all commissioned work for the purposes of this project and its future presentation on the Cromarty Museum website.

Budget

The total project budget is £18,500 ex VAT

Selection Process

Interested suppliers will be asked to submit a short proposal. Candidates will be shortlisted with potential suppliers called for a short interview ahead of selection and contracting.

Timeline for RFP Process

Milestone	Date/Time
Deadline for RFPs to be received	10 April 2026
Interviews/Presentations by Zoom	w/c commencing 20 April 2026
Decision noted by	24 April 2026
Contract signed/project starts	12 May 2026

Submission Requirements

Interested production companies are invited to submit:

- A short statement of interest
 - Relevant examples of previous digital heritage or location-based work.
 - Outline creative approach.
 - Initial technical proposal.
 - Proposed budget breakdown (creative, technical development, production, testing, contingency)
 - Key personnel and experience.
 - Confirmation of availability within the proposed timeline.
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Cromarty Museum welcomes proposals from production companies with experience in digital heritage, mobile interpretation, co-creation with communities, and accessible design. We are particularly interested in imaginative yet sensitive approaches that bring archival material to life while respecting the authenticity of the collection and community voices.

Deadline

The deadline for submissions is **5pm on Friday 10 April, 2026**.

Submissions should be sent to curator@cromartymuseum.org.uk

Questions

If you have any questions about this brief or the project, please email curator@cromartymuseum.org.uk before Wednesday 8 April, 2026.