

Brief – Production of a digital app for the Pendle Hill Summit Project

1.0 Introduction

The Forest of Bowland Area of Outstanding Natural Beauty (AONB) is the lead partner of the Pendle Hill Landscape Partnership (LP), a National Lottery Heritage Funded project running from 2018 to 2022.

This exciting programme of activity looks to re-connect people with their landscape and their past, to safeguard the area's wildlife and heritage and to improve people's access to this popular countryside area. We will do this by providing opportunities for training and volunteering; by supporting research and devising digital interpretation to inspire a new generation about our heritage; by restoring important landscape features, and by working with communities to re-tell the stories of radical Pendle people. This programme will increase pride in this special place and raise aspirations amongst communities, and it will bring in new investment to support the environment and the economy.

The Pendle Hill LP scheme's vision:

'The PHLP scheme was established to restore, enhance and conserve the heritage and landscape of Pendle Hill, so that we can create a sustainable future for the environment, the heritage and our visitors. We will generate interest and understanding of the unique heritage of Pendle Hill through creativity, collaboration and collective action.'

The scheme has three themes:

- To improve the environment
- To build the local economy
- To provide opportunity for everyone to get involved

These themes incorporate 14 projects, and you can read more about these and the area and its heritage here www.pendlehillproject.com. The themes will be gathered together with a series of creative and digital threads, bringing the two sides of the hill together and inspiring and involving people in this special place.

1.2 Aims

The overall aim of the LP scheme is to broaden the commitment of existing audiences, attract new and wider audiences, and to develop more enriching experiences for all. The current visitors to Pendle Hill are most likely to be white British adult groups (54+) and younger families who live locally and visit a few times a year for walking and outdoor experiences. The Scheme will be accessible to everyone, but there will also be some target audiences (as identified in the Scheme's Audience Development Plan), they include:

- Young people
- Ethnic minorities
- People with mental health problems

1.3 Introduction to the work

The Pendle Hill Landscape Partnership wishes to appoint a consultant for the design and development of a creative digital interpretation or mobile application for the Pendle Hill Summit Project -

<https://pendlehillproject.com/project/summit>

During 2018 the Pendle Hill Summit Project has been undertaking footpath improvements, the building of a dry stone wall seating area, installation of 12 summit stones (an arts commission) and extensive peatland restoration works, all combined with visitor information and engagement.

The aim of the digital app is to provide an innovative way of interpreting the developments that have taken place through the Summit project on Pendle Hill in an interesting way to the public. Using the product should result in **greater enjoyment** of the site by **a wider range of people** and **a better understanding of our heritage**. Key contacts linked with the project will be able to provide all the content for the App – the role of the consultant will be to co-ordinate this work, bring all the resources together and to maximise the resources for integration into the app for a rich visitor experience. The product will be promoted via the Pendle Hill Landscape Partnership website and via social media channels as well as a range of other relevant sites to attract the target audiences, as well as being promoted on site.

1.31 Summit Project key assets, developments & information that could be utilised within the digital app

- Wildlife – eg a spotter's ID guide, gallery of species etc
- peat restoration – explanation of the physical works undertaken and reasons why, some video footage and still images of this and the further points below are available
- path restoration – why this work was necessary, sustainability
- dry stone walling – the traditional skills
- shelter – points of interest
- summit stones – explanation of the features and the stories behind them, we have 3-d imagery, video and still images

It is envisaged that the App will provide place-based, factual and interesting information (rather than a specific trail) along the main public rights of way leading to and on the summit of Pendle Hill. It may also include the option of a peak finder from the trig point.

1.4 Outputs

- 1 x digital app utilising the most appropriate app platform (via a content management system) – note this could make use of an existing white label product

Requirements:

- The app can be customised to incorporate the branding for the PHLP and the consultant will utilise the Scheme's brand guidelines to achieve this
- The app utilises a content management system, that if needed could be accessed to update and add features/information in the future
- The app will incorporate a variety of digital media including images, audio and video, 3D visuals (if not too costly)
- The app will work across all mobile platforms and will continue to be supported for the next 5 years to ensure that the functionality of the App is maintained as developments in mobile devices progresses
- The product should be designed for use both on and off site to entice people to engage with and develop an appreciation of the site, even if they can't visit or might have mobility difficulties in accessing the site. In addition, as signal can be poor on-site, it should be possible to download the product before arriving

- The content should be triggered by GPS on-site, flagging up key facts and interpretation as visitors explore and get closer to a point of information.
- The consultant must provide a product with the appropriate agreements and permissions in place with regard to intellectual property and copyright
- Resolving snagging issues are the responsibility of the consultant. Technical/operational issues relating to the functions of the product that are communicated to the consultant within the first six months (following the agreed final launch) are to be resolved within one month
- The consultant is to include recommendations on how to evaluate the success of the product and any ideas for marketing of the App to reach target audiences, as well further developments that might be appropriate in the future
- The client will hold the copyright on the work and its publication (including copyright on the brand and design). The digital product, its content and any materials used in the development of the product cannot be quoted from or used in any other project work without the written permission of the client.

1.5 Budget

The budget for the whole project is £15,000 (excluding VAT) to include the cost of the development of the App (white label product) along with the consultant fee to co-ordinate and add the content to the platform. Costs should include all travel and other expenses,

Please note: this is a fixed price contract and we'd be interested to know what you could deliver for this price if you feel that the budget doesn't adequately match the requirements.

1.6 Tender Submission

Please include the following in your tender:

- Method statement outlining your approach and demonstrating a clear understanding of the risks and requirements of the project. Including:
 - Your understanding and summary of the task.
 - How you propose to work with us and help us to achieve
 - a new digital product
 - utilise existing information – working with partner organisations
 - source supplementary information, if required
- The approach and methodology proposed – including how the finished product will be future-proofed
- A work plan including schedule of tasks and milestones;
- Value for money.
- Details of any relevant / similar previous or current projects/experiences in the last 3 years.
- Costs including a breakdown of role, day rate, number of days working on the project, purchases, travel costs and other expenses.
- Two referees

- Copies of your insurance certificates

Tender submission should be emailed to hetty.byrne@lancashire.gov.uk by **5pm Tuesday 23rd April**.

1.7 Timescale

Work to commence in June 2019 and be completed by October 2019

- The successful consultant will initially discuss the scope of the work with the client at the inception meeting to agree a detailed timetable for the work, and a programme of payments.
- Invoices presented for payment against the agreed programme should be fully evidenced including dates/days worked on the project.

2.0 Management

The project will be managed by Pendle Hill Landscape Partnership Scheme Manager who will be the main contact for the consultant. Email: cathy.hopley@lancashire.gov.uk Tel: 01200 420420

- As part of the contract, the consultant is required to attend a minimum of 4 meetings with the client, in Clitheroe or on site.
- Contractors are required to provide brief progress reports every month (these can be verbal). Key stages and design architecture (at milestones agreed in the inception meeting) are to be agreed and signed off before progression to next stage of the project.

2.1 Agreement

We will set up a contract for the project which both parties will agree and we will add you to the Lancashire County Council system as a supplier for payment – details to follow.

2.3 Health and Safety

The consultant will be responsible for health and safety during all field work, site visits, home/office working including a suitable lone-working procedure.

2.4 Insurance

The consultant should hold £2m public liability and £1m professional indemnity insurance. Proof of insurance should be included in the tender submission.

3.0 Anticipated competencies of the chosen consultants are:

- Experience and proven track record of developing digital interpretation, especially in relation to the interpretation of historical assets and tourism development
- Excellent knowledge of the use of digital interpretation in, and their value to, the visitor economy, and how digital interpretation/applications can support visitor destination development
- Familiar with the key features of Pendle Hill and the socio-economic context of the Pendle Hill area
- Current knowledge of trends and techniques in digital interpretation/application use and development
- Understanding of practical delivery issues – ease of access for the user, how to promote, remain current etc..