

MFF I34 App Development

Tender Return Date: Monday 25 April 2022 at 12 noon

Invitation to tender for updating the existing interactive field guides that are now largely incompatible and no longer functioning. Combining the field guides known collectively as the MoorAPPS (MoorWILD, MoorSIGHTs, MoorPLANTS, MoorMOSS) into one App, for download on Android and Apple Devices.

Prepared by:



Moors for the Future Partnership

2022

Contents

Section I: Contract objectives and detailed conditions	4
Part A.....	4
Summary	4
Background.....	4
Contract objectives.....	5
Timescales for the project:.....	5
Submission requirements and process:	5
Budget.....	6
Part B Specifications.....	7
1. Audience	7
2. Content.....	7
3. Design and layout	8
4. Software/content to be provided	8
5. Updating/Maintenance.....	9
6. Clarification and Queries.....	9
Part C Detailed Conditions.....	9
1. Timing of Project Delivery	9
2. Ongoing package of care.....	9
3. Health and Safety	9
4. Liquidated Damages	9
5. Materials.....	10
6. Insurance.....	10
7. Intellectual Property Rights (“IPR”).....	10
Part D Itemised Costs	10
Itemised Costs.....	10
Delivery dates for works	11
Timescales for the project:.....	11
Appendix X: Instructions on submitting a Tender	12
Appendix 1: Form of Tender	12
Appendix 2: Tender Questionnaire	12
Appendix 3: Non – Collusive Tendering Certificate.....	12
Appendix 4: Terms and Conditions of contract	12

List of Figures

No table of figures entries found.

List of Tables

No table of figures entries found.

Section I: Contract objectives and detailed conditions

Part A

Summary

Moors for the Future Partnership (the **Partnership**), through PEAK DISTRICT NATIONAL PARK AUTHORITY (the **Authority**) is calling for tenders for the creation of an App that amalgamates an existing series of four electronic field guides “the MoorAPPs”. The MoorAPPs currently consist of four different elements making up the package: MoorSIGHTS, MoorMOSS, MoorWILDLIFE and MoorPLANTS. The content contained in the apps is available in a PDF format that is viewable [online](#).

- The new App will combine the current four electronic field guides, that are largely now incompatible with new technology across both android and apple devices. The App will serve the same purpose as the original electronic field identification guides; introducing an audience with no prior specialist knowledge to the wide range of wildlife, plants, heritage and unique landscapes of Peak District, South Pennine and West Pennine moorlands.
- The app will be delivered in the form of one smartphone app that is uploaded to App Store and Google Play, as well as a copy to Moors for the Future Partnership.

The successful Contractor will develop the initial concept, provide all design, layout, and programming (except as detailed below in **Section I Part C**), project managing and carrying out all stages through to delivery and distribution via appropriate channels including uploading of the app versions to App Store and Google Play.

The Contractor will provide creative input to deliver an app that is visually attractive and user-friendly to engage visitors, while acting as a legacy for the MoorLIFE 2020 project “the **Project**” and the work of Moors for the Future Partnership.

Background

MoorLIFE 2020 is a €16 million EU LIFE+ programme funded project and co-financed by Severn Trent, Yorkshire Water and United Utilities, delivered by the Moors for the Future Partnership. The project aims to preserve biodiversity and protect blanket bog, an EU priority habitat, by

restoring moorland habitats of European importance in the Peak District and South Pennines by September 2022.

It is essential to educate visitors to these sensitive areas to value and care for peat moorlands by helping them understand more about these fragile landscapes. Having an app that houses a series of electronic field guides will help visitors with identification of their surroundings and provide background context to aid in understanding the importance of caring for these special places.

At the core of the communications outcomes is the aim to inspire a range of different audiences to care for blanket bogs. The existing MoorAPPs capitalise on a growing interest with connecting with nature at the individuals own pace, and guided by their interest areas (plants/ wildlife/ sights/ moss). The Partnership is looking to build upon their popularity and establish a national relevance for a newly developed App, so that it is a useful tool both in and outside of the Peak District and South & West Pennines.

The new App will be a lasting legacy of the MoorLIFE 2020 project that will encourage engagement by offering a meaningful data collection from the public (species sightings) and provide useful and valuable data for use by professional bodies. The MoorLIFE 2020 project concludes in September 2022, consequently the App will be built with longevity in mind and in a way that is as self-sufficient as possible to ensure maximum App functionality.

Contract objectives

1. Redevelop the suite of electronic field guides, known as MoorAPPs into one App. This App will have a collectively reduced file size that is applicable to peatlands in and outside of the South Pennines. With the aim to increasing the user-ship and affording national application where applicable to increase and support the growing interest of the public in peatlands.
2. To provide information on a range of moorland attributes, increasing understanding of the fragility of this unique habitat and the work of the MoorLIFE 2020 project in protecting these areas.
3. To raise awareness of why the moors are valuable and to encourage responsible use and care of the landscape, helping to prevent further damage to these fragile spaces. Help visitors identify a range of moorland attributes and raise awareness of the unique features found in healthy peatlands and peatland restoration areas across the country.

Timescales for the project:

- Inception meeting, sharing resources, discussion of needs WB 9 May 2022
- Body of app development spanning 16 May - 1 September 2022
- Beta version of the app submitted WB 1 August 2022
- Review meeting WB 1 August 2022
- Fixes and final development 1 August – 1 September 2022
- Final submission (and upload of the app to hosting site) – Thursday 1 September 2022

Submission requirements and process:

The Tenderers are expected to address the following in their Tender Return:

- How they will implement the project in terms of design and functionality
- Demonstrate their ability to deliver high quality apps on time and within budget
- Show how they will address the challenge of delivering the app to a range of devices/operating systems that are built for longevity
- Outline how they will add value to the product over and above the minimum requirements
- Provide a detailed project plan for delivery inside the timescale outlined, including time allocated to testing and bug fixing.
- Provide three examples of their work.
- **Evaluation criteria for tenders:**
20% Price/ 60% design quality and relevance of example work provided (Q1)/ 20% methodology, understanding of requirement (Q2). Please see Appendix X for further details

Tenders must be submitted by email by no later than **12 noon on Monday 25th April 2022** and in accordance with the Instructions in **Appendix X**.

You are welcome to use any text and imagery on the current Moors for the Future Partnership website for the purposes of your quotation.

Budget

The anticipated budget for the Works is in the region of £40,000. For the avoidance of doubt, this figure is not confirmed and no reliance should be placed on this.

Part B Specifications

1. Audience

The App will be suitable for use without prior knowledge of moorland habitats or specialist equipment. The detail is aimed at visitors of all ages to moorland areas. The App is not aimed at scientists or surveyors. It will be easy to use, accessible and function as an interactive portable field guide.

2. Content

Combining the four separate apps into one app with reduced file size ([MoorMOSS](#), [MoorPLANTS](#), [MoorSIGHTS](#), [MoorWILD](#)). Content for the App will be provided by the Partnership and the existing suite of MoorAPPS will form the foundation of this updated copy. Text and some imagery will be provided by Moors for the Future Partnership for use by the Contractor. The Contractor will produce one App that features the following field ID guides, on the following subjects:

- Sphagnum – currently MoorMOSS
- Moorland plants – currently MoorPLANTS
- Moorland animals (including birds, mammals and insect life) – currently MoorWILD
- Moorland conservation & moorland archaeological features – currently MoorSIGHTS

The App will contain the following as a minimum:

- A simple key or other means to aid identification
- High quality photographs/images of each entry
- Brief outline of the key features of each entry
- Contextual/background information to place the entries in a moorland framework
- Ability to record and submit sightings of key species (priority to the species currently featured in MoorWILD)
- Ability to filter, search and favourite species as is featured in the current versions
 - Content specific -
 - Information about the Partnership and MoorLIFE 2020 project worked across on splash screen
 - Improved user experience – clear navigation and home page on all screens
 - Assets to have a national application and relevant for use in other peatlands, not just localised to the Peak District, South and West Pennines

Additional desired functionality includes:

- Ability to bookmark/save sightings/ 'spotted' list
- Ability to add soundscapes to a selection of key species (birds as a priority)
- Functionality to search for species by use of photo
- Capability for the App to be adapted by a third party to include the ability to record data and transmit it for use online

-
- Collection of data (MoorWILD currently links to [iRecord](#)), ability to expand on this recording feature in future for wildlife, plants and moss.
 - Editable over time in order to add in species as required in future upgrades
 - Link the apps to social media accounts (Facebook, Twitter and Instagram)
 - Additional species adding to the existing list to have a national application for moss, plants and wildlife
 - Signposting to further resources for more advanced ecologists or interested parties
 - Improved ID guides to assist with ID-ing species (providing imagery through different seasons/ close ups for example)
 - Map of working area of Moors for the Future Partnership, showing project areas of the Partnership (<https://www.moorsforthefuture.org.uk/our-work/our-projects/moor-mapping>)
 - Design of a version suitable for download in a print-friendly format (PDF version) for uploading and distribution via Moors for the Future Partnership website.

3. Design and layout

The Contractor will be responsible for design and layout of the apps. The design must fit in with existing Moors for the Future Partnership branding. Project logos and a style guide will be provided by the Nominated Officer.

4. Software/content to be provided

Content including text, photographs, diagrams, images, for the App will be based on the existing field guides and will be provided to the Contractor. The existing content on the suite of MoorAPPS will form the foundation of this content. Additional imagery for some species would be welcome.

The Contractor will provide all software required to deliver and run the apps on a variety of phones and platforms – to include Android and Apple devices, and available on Play Store and App Store. The file size will be collectively reduced from the current individual suite of MoorAPPS. The App will be owned by Moors for the Future Partnership, and the Partnership will have a copy of the App with access.

The primary use of the App will be on remote moorlands where mobile phone signal cannot be relied on. Therefore, the App must be suitable for use without an internet connection or mobile signal. The contract for this tender will include a clause that failure to supply an App that can be used without internet connection or mobile signal will be treated as a material breach.

The App will have the ability to record and submit sightings of key species and will have the ability to add additional recording features in future years.

The App will be built with longevity in mind, with a package of care built into the tender to ensure maximum lifespan of the App, with a minimum functional period of 24 months.

5. Updating/Maintenance

The Tenderer should address the issue of updates to software in the form of any vital security patches. The App must be as self-supporting as possible and have the ability to update the content of the exhibit in-house or the Contractor to offer an aftercare service that includes updates and maintenance to software and hardware.

6. Clarification and Queries

For all queries relating to this project, contact Alice Learey, Communications and Engagement Officer, Moors for the Future Partnership, Peak District National Park Authority. Telephone 01629 816506 or email alice.learey@peakdistrict.gov.uk.

Part C Detailed Conditions

1. Timing of Project Delivery

- a. The Contractor will be required to commence the Works immediately on the award of the Contract
- b. Final project delivery date – 1st September 2022 (the “Target Completion Date”)

A detailed Programme of Works, including delivery dates for the App to be submitted by the Tenderer (**Section I Part D** below).

2. Ongoing package of care

- a. The Contractor will be required to build into the tender an ongoing package of care to include bug fixing and maintaining the software to ensure the App remains functional

3. Health and Safety

- a. The Contractor will be responsible for Health and Safety during the course of the Contract.

4. Liquidated Damages

- a. This Contract consists of one element of a much larger project involving a number of contracts the provision of services. If the Contractor fails to complete the Works by the dates required, the Authority may incur costs for a related contract or for the failure to deliver the project as a whole. The Authority will act reasonably in minimising such costs and acknowledges that such failure may result from a Force Majeure Event. However, the Authority reserves the right to claim the costs it has incurred as a result of the failure of the Contractor to comply with its obligations.
- b. In the event that the App is not supplied in a final format and completed in accordance with this Invitation to Tender and the contract, to the absolute satisfaction of the Authority by the Target Completion Date (**1st September 2022**) (save where

the delay is caused by a Force Majeure Event or the negligence or omission of the Authority) the Contractor shall be liable to pay on demand to the Authority in liquidated damages a rate being the lower of £200 per week or such other costs as the Authority may reasonably incur (including but not limited to the costs of the Authority suspending this Contract and obtaining the services of another contractor to perform the Works) as a result of such delay whether in relation to this Contract or such other dependent contract where the delay has an adverse effect on the Project. The contract will contain a clause to this effect.

5. Materials

- a. All Materials will be provided by the Contractor shall be the property of the Authority on the Works Completion Date.

6. Insurance

The Contractor (and any sub-contractors) shall be required to maintain and provide evidence of insurance in accordance with the Terms and Conditions in the sum of:

- i. public and employers liability in the sum of at least £5,000,000 per individual claim, and
- ii. professional negligence of at least £1,000,000 per individual claim

7. Intellectual Property Rights (“IPR”)

- a. Background IPR shall remain the exclusive property of the Party bringing it to the Project.
- b. All Resulting IPR shall be wholly owned by the Authority.
- c. Please see the terms and conditions for further details.

Part D Itemised Costs

Itemised Costs

I	Work Required	Unit	Quantity	Rate per unit £'s	Total Cost (ex VAT) £'s
1.1	Design/ layout	Days			
1.2	Software/programming	Days			
1.3	Project management	Days			
1.4	Testing	Days			
1.5	Ongoing package of care (bug fixing etc)	Days			
1.6	Photography/ sourcing imagery	Days			
1.7	Other – please itemise below				
Grand Total					

Delivery dates for works

The Tenderer will submit a detailed Programme of Works, including delivery dates for the App guided by the outlined timescales for the project, including the stages outlined in the Itemised Costs and any additional work required, such as travel times etc.

Timescales for the project:

- Inception meeting, sharing resources, discussion of needs WB 9 May 2022
- Body of app development spanning 16 May - 1 September 2022
- Beta version of the app submitted WB 1 August 2022
- Review meeting WB 1 August 2022
- Fixes and final development 1 August – 1 September 2022
- Final submission (and upload to app store) – Thursday 1 September 2022

Appendix X: Instructions on submitting a Tender

Appended as a separate pdf document. Please refer to the instructions as they contain important guidance, including the weighting criteria for Tenders.

Appendix 1: Form of Tender

Appended as a separate word document. Please fill in and return with your tender

Appendix 2: Tender Questionnaire

Appended as a separate word document. Please fill in and return with your tender

Appendix 3: Non – Collusive Tendering Certificate

Appended as a separate word document. Please fill in and return with your tender

Appendix 4: Terms and Conditions of contract

Appended as a separate pdf document.