



MEDIA ARCHIVE FOR CENTRAL ENGLAND



Screen Heritage UK

Midlands Revitalising the Regions Project

Invitation to Tender for Consultant Support Services

The Media Archive for Central England (MACE) is inviting interested parties to tender for the provision of Consultant Support Services to carry out feasibility studies and to provide management and partnership development support.

Background

This work is part of Screen Heritage UK (SHUK), a £25m nationwide programme funded by the Department of Cultural, Media and Sport to provide identification, preservation, access and understanding of the BFI National Archive film collection and other significant collections held around the country.

The SHUK programme is the first step to deliver the Strategy for UK Screen Heritage. Its vision is that 'the public are entitled to access, learn about and enjoy their rich screen heritage wherever they live and wherever the materials are held.'

The SHUK programme is led by the UK Film Council and delivered by the BFI and Screen Yorkshire working together and with their partners the Regional Screen Agencies and Regional Film Archives.

One of the SHUK programme strands focuses on the significant collections held in the nine English regions, including the provision of immediate care for those collections that are currently deteriorating and are at risk as well as the provision of access to regional collections.

Within this regional strand, a project proposal has been developed jointly by the screen agencies for the East Midlands and the West Midlands, EM Media and Screen WM, to focus on collections held in the Midlands, and MACE has been identified as the delivery partner.

More information on EM Media and Screen WM can be found at www.em-media.org.uk and www.screenwm.co.uk.

MACE (www.macearchive.org.uk) is the moving image archive for the Midlands. MACE has aimed to be forward looking since its inception with an equal focus on engaging the public with screen heritage alongside the necessary care and management of its collections. It has actively built an appetite for screen heritage across the Midlands through, for example, cinema screenings, online access to archive footage, community participation projects, schools programmes and Higher Education research and teaching. It has also established a central role in the network of moving image collections in the Midlands¹.

A further step change to screen heritage is currently offered by the Midlands Revitalising the Regions Project. In partnership with EM Media and Screen WM, MACE will deliver a new conservation and access facility, provisionally called the Future Memory Store, for the benefit of the public and moving image collections in the Midlands.

¹ Moving image collections in the Midlands are film and video materials held in public and private archives in the East Midlands and West Midlands. The level of participation with the Future Memory Store will vary between collections. Screen Heritage UK identified six as significant collections; The National Tramway Museum, Rolls Royce, BBC Midlands, Birmingham Archives and Heritage - Philip Donnellan Collection, Staffordshire Film Archive and MACE.

The Future Memory Store will include:

- an open “shop front” physical place and a sophisticated online space, which together welcome the public to explore, enjoy and learn from screen heritage;
- environment controlled storage for the preservation of the Midlands collections;
- technical facilities equipped for the viewing, conservation and copying of materials.

The Future Memory Store will be managed by MACE on behalf of the moving image collections in the Midlands, ensuring the organisation’s knowledge and expertise is also accessible to the public.

A robust business model will underpin the Future Memory Store. MACE will continue to grow its commercial activity to complement its public investment and demonstrate the value of its unique resource to its current and emerging financial partners, repositioning film archives as valuable back catalogues.

The Future Memory Store will attract a broad range of users, which is expected to include but not be limited to:

- Individuals and community groups who can enjoy the richness of their screen heritage in both free and paid for content to, for example, explore their personal histories and identities;
- Holders of moving image collections of the Midlands who can learn and improve archive skills and donate or deposit materials to be, for example, catalogued and conserved for the future, returned as digital access copies for continued viewing, made accessible to the public and collectively represented to commercial buyers;
- Creative industries SMEs and filmmakers who can, for example, research contemporary settings, lives and moving image to aid the development of a pitch, product or content and / or purchase and gain support in securing the licence to use the materials;
- Universities and schools that can access what will be a remarkable cross-disciplinary resource for learning and research - from primary school level up to postgraduate study. MACE shall, for example, develop teaching programmes and support universities to build cases for research funding;
- Commercial buyers who can view and purchase content held at the Future Memory Store and, through MACE’s network of partners, content held in collections across the entire UK;
- Programmers of cinemas, museums and other such venues who can work in partnership with MACE to provide additional access points across the Midlands;

Brief

The purpose of this invitation to tender is to appoint an organisation or individual to carry out specific feasibility studies, to provide support to MACE in the delivery of the Midlands Revitalising the Regions Project and to represent EM Media and Screen WM in ongoing and advanced discussions with potential partners and co-investors such as Higher Education Institutes, Local Authorities, regeneration companies and Regional Development Agencies.

A number of options for the Future Memory Store, including its location and potential partners are currently under consideration. The selected consultant will evaluate these options in detail. £494,000 has been made available from the SHUK programme. Based on the current estimated budget, further partnership co-investment and in-kind value of up to £500,000 needs to be secured; although this estimate needs to be tested in the feasibility work.

The entire Midlands Revitalising the Regions Project must be completed by the end of June 2011. However, the scope of this particular tender is to provide consultant support services to a point where the preferred option for the Future Memory Store has been identified and the activity and

finance to deliver this option is fully approved and secured. It is envisaged that this stage of work will be completed by the end of September 2010.

Inputs

The Midlands Revitalising the Regions Project continues the work undertaken by MACE, EM Media and Screen WM over the previous eighteen months. The selected consultant will be provided with information that reflects the current status of the work. This will include:

- A copy of the joint business justification case submitted by EM Media and Screen WM.
- A summary of the discussions with the six significant moving image collections in the Midlands - detailing collection management needs, the prioritised needs in relation to storage and access and the agreed relationship with the Future Memory Store;
- A list of the immediate storage options for moving image collections in the Midlands. The options to be considered for the Future Memory Store are expected to include BFI stores (e.g. at its Berkhamsted site or at the new store planned at Gaydon), spare capacity at other Regional Film Archives / overseas archives and modular storage (single site or off-site);
- Details on the progress made to date with potential partners and co-investors, identifying the shortlist of credible options for the Future Memory Store. There are presently options in five cities across the Midlands that will require appraisal;
- Draft sets of criteria for assessing both the storage options and the Future Memory Store options.

Detailed Work Required

The selected consultant will carry out a storage options feasibility study to assess the range of immediate storage options for moving image collections in the Midlands. The activity shall include:

- Scoping and undertaking a detailed costing of the storage options;
- Agreeing the criteria for testing cost efficiency (e.g. capital and revenue costs, appropriate access to materials, current and projected future storage requirements of the moving image collections in the Midlands, timeframe for availability, etc.);
- Analysing the storage options against the agreed criteria;
- Proposing the preferred storage option - fully justified as cost efficient. This will inform the scope of the Future Memory Store and the discussions with potential partners.

The selected consultant will support MACE in its iterative discussions with potential partners and will carry out a Future Memory Store feasibility study to identify a preferred option from the existing range of options. The activity shall include:

- Continuing discussions with potential partners from the shortlist of options for the Future Memory Store, in particular, leading negotiations with decision makers in the partner organisations;
- Writing a specification for the Future Memory Store (physical and virtual offer);
- Creating an outline business model for each option;
- Establishing the appropriate ownership and governance structure for each option;
- Identifying any specialist teams, and the process to appoint such teams, as required to deliver the Future Memory Store post this tender;
- Agreeing the criteria for assessing the potential options (e.g. cost, timeframe, partnership finance - capital and revenue, public access, shared ambition etc.);
- Analysing the Future Memory Store options against the agreed criteria;

- Proposing the preferred option for the Future Memory Store and securing the partners and co-investment for this option.

Outputs

In carrying out the work, the selected consultant will provide:

- Progress reports for the Midlands Revitalising the Regions Steering Group meetings planned for 28 June 2010 and 26 July 2010 and for the programme quarterly reporting due in September 2010;
- Storage Options Feasibility Study Final Report by end of July 2010;
- Future Memory Store Options Feasibility Study Final Report by mid-September 2010;
- By mid-September 2010, a revised cashflow and a revised programme of work that is required to deliver the preferred option for the Future Memory Store within the June 2011 timeframe.

Skills and Experience Required

Tenderers must be able to demonstrate:

- a successful track record in the development of innovative capital projects;
- the ability to influence at decision maker level across the range of potential partners identified for the Future Memory Store in the brief above;
- a strong track record of partnership building and securing significant levels of co-investment;
- extensive experience of delivering sound research, feasibility studies and business modelling;
- excellent negotiation and communication skills.

Contractual Arrangements

The fee for the Consultant Support Services is up to £28,000 plus VAT. This fee is inclusive of all expenses and costs incurred in providing the services.

The selected consultant will be contracted by MACE and will report its work to the Midlands Revitalising the Regions Project Steering Group.

The Consultant Support Services shall start in June 2010 and be completed by the end of September 2010.

Submission Information

Submissions should be no longer than 10 pages in length and contain:

- a profile of the organisation and / or individual tendering for the contract, detailing relevant skills and experience and including CVs of personnel that will carry out the work;
- an outline of the proposed approach to the work and a schedule for its completion;
- a breakdown of costs, identifying the number of days of Consultant Support to be provided;
- confirmation of availability between June and September 2010;
- two recent references.

The deadline for submissions is **4.00pm Friday 11 June 2010**. Submissions after this deadline will not be considered.

Interviews for shortlisted candidates are expected to be held during the week commencing 14 June 2010 with a view to start the contract in the week commencing 21 June 2010.

Submissions will be accepted by post or by email.

Submissions to (mark as confidential):

By post

James Patterson
Director
Media Archive for Central England
1 Salisbury Road
Leicester LE1 7QR

By email

jmp42@leicester.ac.uk

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