**INVITATION TO TENDER**

**1. Invitation to Tender (ITT)**

Landbased Learning Ltd

Tender Reference: AR/02/2024

Date: 18th December 2024

Subject: Land-based Augmented Reality Project

**Introduction:**

Landbased Learning Ltd invites tenders for the provision of Augmented Reality Software. Detailed specifications and terms are provided in the attached documents.

**2. Instructions to Bidders**

**Instructions to Bidders**

1. Tender Submission:

* All tenders must be submitted by Noon, 31st January 2025 to info@landex.org.uk.
* Late submissions will not be considered.

2. Tender Documents:

This ITT includes the following documents:

* Instructions to Bidders
* Terms and Conditions
* Specifications/Scope of Work
* Evaluation Criteria
* Bid Form

3. Clarifications:

* Any questions regarding this ITT must be submitted in writing by 30th November 2024 to info@landex.org.uk.
* Responses to all questions will be shared with all bidders.

**3. Terms and Conditions**

**Terms and Conditions**

1. Contract Duration:

* The contract will commence on 1st March 2025 and end on 31st August 2025.

2. Payment Terms:

* Payment will be made within 28 days of invoice submission, subject to satisfactory delivery and acceptance of goods/services.

3. Confidentiality:

* All information provided in the tender and during the execution of the contract must be treated as confidential.

**4. Specifications/Scope of Work**

**DESCRIPTION OF GOODS AND SERVICES REQUIRED**

**Augmented Reality Project**

**SPECIFICATION / TENDER BRIEF**

PROJECT OVERVIEW

The Learning and Business Leadership (LBL) board is initiating a project to invest in Augmented Reality (AR) technology to enhance educational offerings in key subject areas. In 2022, substantial funding was received from 13 colleges; however, an earlier tendering process indicated that the investment would not provide sufficient value for money at that time. Recent advancements in AR technology have demonstrated a potential for cost-effective solutions, and the board has resolved to explore this opportunity further.

Following a comprehensive survey conducted among member colleges, this brief outlines the objectives, requirements, and selection criteria for prospective suppliers interested in developing AR materials tailored to the needs identified in the survey.

PROJECT OBJECTIVES

* To develop AR learning materials that focus on high-interest areas as identified by member colleges, particularly Agriculture, Animal Care, Horticulture, and Equine Studies.
* To create practical simulations and visualisations that support teaching complex or high-risk tasks and enhance the learning experience for students.
* To ensure cost-effectiveness through a competitive tendering process and collaborative opportunities between colleges.

KEY SURVEY FINDINGS

The following insights from the member survey will guide the project design:

1. High Interest Areas for AR Investment:
   1. Agriculture: 67%
   2. Animal Care: 56%
   3. Horticulture and Equine Studies: 44%
2. Current AR Investment:
   1. Existing investments in Agriculture, Animal Care, Equine Studies, and Agricultural Engineering: 11% each.
   2. 22% of colleges have invested in AR across all of the above areas.
   3. No investments in AR in other educational disciplines.
3. Planned Investments and Collaboration Interest:
   1. 44% of colleges plan to invest in AR within the next 1-3 years.
   2. 78% are interested in collaborating on AR initiatives with other colleges.
4. Specific Needs Identified:
   1. Development of practical simulations (e.g., machinery operation, animal handling, dissections).
   2. Visualisations of anatomy and physiology to aid in teaching and learning.
   3. Support for high-risk or complex tasks that benefit from AR integration.

**SCOPE OF WORK**

The selected supplier will be required to:

1. Develop AR Learning Materials:
   * Create immersive AR simulations tailored to the identified subject areas (Agriculture, Animal Care, Horticulture, and Equine Studies).
   * Ensure the content addresses practical requirements, including hands-on experiences for students.
   * Include anatomical and physiological visualisations relevant to the curriculum.
2. Provide a Collaborative and Flexible Platform:
   * Design the AR platform to facilitate collaboration between colleges, allowing for shared resources and joint initiatives.
   * Ensure the platform is user-friendly and accessible, providing necessary technical support and training for staff.
3. Maximise Cost-Effectiveness:
   * Develop high-quality AR solutions that are cost-effective and tailored to the specific needs of further education institutions.
   * Engage in discussions with LBL to explore potential partnerships and cost-sharing opportunities.
4. Support for Ongoing Development and Expansion:
   * Provide a plan for future expansion of AR materials into other relevant subject areas beyond the initial focus.
   * Offer ongoing support for updates and improvements to the AR resources.

DELIVERABLES

* Comprehensive AR learning materials focused on Agriculture, Animal Care, Horticulture, and Equine Studies.
* Customisable AR simulations for practical and high-risk tasks (e.g., machinery operations, animal dissections).
* Visualisation tools for anatomy and physiology education.
* A framework for collaboration allowing shared access to AR resources between member colleges.
* Detailed user guides and training sessions for educators on effectively using the AR materials.

TECHNICAL REQUIREMENTS

* The AR platform must be compatible with a wide range of devices (e.g., tablets, smartphones, headsets) and integrate with existing college systems.
* Offline access must be provided where internet connectivity is limited.
* Compliance with security and data privacy regulations pertinent to educational institutions.

BUDGET

Proposals should include a detailed cost breakdown covering content development, platform implementation, training, and ongoing support. Suppliers are encouraged to demonstrate how their proposal maximises value for money, particularly through collaborative efforts.

**INDICATIVE CONTRACT VALUE**

£40,000 - £50,000

QUESTIONS/CLARIFICATIONS

For any questions or clarification regarding this tender, please contact, [info@landex.org.uk](mailto:heathpowell@landex.org.uk) by 14th January 2025.

PROPOSITION

This tender presents an opportunity to develop innovative AR materials that will significantly enhance educational experiences in high-priority areas such as Agriculture, Animal Care, Horticulture, and Equine Studies. By fostering collaboration among colleges and leveraging cost-effective AR technology, the LBL board aims to provide students with engaging and practical learning experiences that prepare them for future career demands. LBL will provide the vocational subject matter which needs to be developed

**DELIVERY TIMELINE**

|  |  |
| --- | --- |
| ITEM | DATE |
| Publication of tender documents | 18th December 2024 |
| Closing date for queries | 14th January 2025 |
| Closing date for tender applications | Noon, 31st January 2025 |
| Supplier Short listing | 3rd February 2025 |
| Supplier Presentations | 18th February 2025 |
| Contract award date | 1st March 2025 |
| Contract completion date | 31st August 2025 |
|  |  |
| Note: Suppliers will be encouraged to commit to trial versions of the software as soon as possible within the project timeline. | |

SUBMISSION INSTRUCTIONS

Interested suppliers are invited to submit their proposals by Noon, 31st January 2025. Proposals must include:

* A detailed project plan outlining the AR content and features to be developed.
* A comprehensive breakdown of costs, including development, platform setup, training, and support.
* Evidence of relevant experience, including case studies or examples of previous projects.
* A timeline and key deliverables for the project.
* An outline of the project team, including qualifications and roles of key personnel.

Please send proposals to [info@landex.org.uk](mailto:heatherpowell@landex.org.uk).

**5. Evaluation Criteria**

Proposals will be evaluated based on:

* Relevance of Experience: Proven experience in developing AR materials for education, particularly in Agriculture, Animal Care, Horticulture, and Equine Studies.
* Alignment with Survey Findings: The degree to which the proposed AR solutions align with the priorities and needs identified in the survey.
* Innovation and Functionality: Use of advanced technology to create engaging and practical learning experiences.
* Collaboration Capacity: Clear strategies for enabling collaboration and resource sharing among colleges.
* Cost and Value: Competitive pricing with an emphasis on delivering value for money.
* Timeline: The ability to meet the project timeline while ensuring high-quality deliverables.

1. Technical Evaluation (Weight: 60%):
   * Compliance with specifications.
   * Quality and performance of the proposed solution.
   * Experience and qualifications.
2. Financial Evaluation (Weight: 40%):

* Price competitiveness.
* Payment terms.

**6. Bid Form**

**Bid Form**

[Company Name]

Tender Reference: [Reference Number]

Date: [Date]

Bidder Information:

- Company Name: [Company Name]

- Address: [Company Address]

- Contact Person: [Contact Name]

- Phone Number: [Phone Number]

- Email: [Email Address]

**Technical Questions for the Augmented Reality Project**

Please refer to the submission instructions and evaluation criteria when preparing your answers.

**1. Experience and Expertise:**

* 1. Can you provide a brief overview of your company's experience in developing Augmented Reality (AR) software for educational purposes?
  2. Do you have any case studies or examples of similar projects you have completed successfully?
  3. Include an outline of the project team, including qualifications and roles of key personnel.

**2. Technical Capabilities:**

2.1 What AR technologies and platforms do you specialise in?

* 1. How will your software ensure compatibility with a range of devices (PCs, tablets, phones, Macs)?
  2. How will you ensure the software is compatible with current Learning Management Systems (LMS) and existing AR materials?
  3. Include a detailed project plan outlining the AR content and features to be developed.

**3. Project Management:**

* 1. What is your project management approach for developing AR software? Please include details on how you will manage timelines, milestones, and communication with stakeholders.
  2. How do you handle potential risks and issues that may arise during the project lifecycle?

**4. Functionality and Features:**

* 1. Can you detail how your AR toolkit will incorporate the specified functionalities, such as dynamic lighting, timeline animation, and world tracking?
  2. How will you implement the fallbacks to ensure a high level of user experience in cases of browser constraints?

**5. User Experience:**

* 1. How will you ensure the user interface is practical, intuitive, and aesthetically pleasing for teachers?
  2. What measures will you take to make sure the AR experiences are engaging and motivating for learners?

**6. Training and Support:**

* 1. What training resources and support will you provide to ensure college staff can effectively use the developed software?
  2. Can you provide examples of training materials or programmes you have previously developed for similar projects?

**7. Customisation and Scalability:**

* 1. How will your software allow teachers to create and amend AR materials independently?
  2. What features will be included to enable the software to scale and adapt to different teaching requirements?

**8. Evaluation and Impact:**

* 1. How will you measure the impact of the AR software on learners’ skill development and assessment outcomes?
  2. What feedback mechanisms will be incorporated to continuously improve the software based on user input?

**9. Cost and Licensing:**

* 1. Can you provide a detailed breakdown of the costs associated with developing and deploying the AR software?
  2. What are the licensing terms for the software, and will there be any ongoing costs or subscription fees?

**10. Compliance and Security:**

* 1. How will you ensure the software complies with relevant data protection and privacy regulations?
  2. What security measures will you implement to protect user data and ensure safe usage of the AR software?

**11. Support and Maintenance:**

* 1. What ongoing support and maintenance services do you offer post-deployment?
  2. How will you handle software updates and bug fixes?

**12. Innovation and Future Development:**

* 1. How do you plan to incorporate emerging AR technologies and trends into the software?
  2. Can you outline your vision for the future development and enhancement of the AR toolkit?

**Note: The answers to each question must not exceed 250 words excluding any graphs or diagrams. Any words above this limit will not be considered during evaluation.**

**Bid Details:**

* Total Bid Price: [Amount in pounds sterling including VAT] – Please attach.

Include comprehensive breakdown of costs, including development, platform setup, training, and support.

* Delivery Schedule: [Proposed delivery timeline] – Please attach.

Include a timeline and key deliverables for the project.

* Payment Terms: [Proposed payment terms] – Please attach.

Authorised Signature:

- Name: [Name]

- Title: [Title]

- Signature: [Signature]

- Date: [Date]