

Selected Questions and Answers Received - Youth Screens up to 7/08/09

Answers in **bold**.

Anonymous company questions separated by border

Is the 14 week deadline for the entire website, or phase 1 (as outlined on page 21)?

This is for Phase 1. The rest of the rollout will be done on a mutually agreed basis in 2010.

When you make reference to WAI AA/AAA, are you referring to WCAG 1.0 or 2.0.

WCAG 2.0

Who is organising the user testing and is this included in the cost?

We would expect the user testing to be organised by the selected design agency, working in collaboration with our usability/accessibility consultants. This is included in the cost.

Does the £90K budget include hosting and support as well as usability, testing and design for 4 years?

No, there is £6000 put aside per year for hosting, support, usability, testing and design starting from Year 2.

Are we running usability testing to an external partner?

Slightly unsure what you mean here. If this refers to the usability/accessibility consultants, then we expect you to work in collaboration.

What are your 'theme collections'? Please could these be categorised?

These are yet to be finalised but could include films on certain themes set by competitions (isolation, happiness, etc) or by genre (ie thriller, comedy, drama etc) as selected at time of upload.

Please can you expand on the 'technical requirements'?

We've deliberately left this open for agencies to approach us with the most suitable CMS for our needs, whether this is custom-built or off the shelf. We've had a number of enquiries from both camps and the answer has been that we have no preference as long as the system is user-friendly and serves its purpose in supporting the site.

Please can you clarify what the 'other multimedia formats' will be? Flash and SilverLight can be supported.

The system should have the ability to convert a wide range of source footage uploaded into one with a light enough footprint, whether that be Flash, Silverlight or mpeg4/H.264 a la youtube/vimeo etc.

Also putting moving image aside for the moment, formats such as .tif .gif etc for anyone who wants to upload stills, or for those who have commentary they'd like to post next to their uploaded videos in .wav or .aiff format - must also be accommodated.

There is a request for the system to not 'allow inaccessible content to be published'. This is not actually possible, please consult with your external accessibility team and clarify.

The Project Manager of Youth Screens will be responsible for moderation - and even though technically the system can not prevent suspicious content being uploaded, it should provide a degree of support. Tags and keywords attached to the file should flag when suspicious text is input and therefore the system should be able to block an upload and file an automatic report based on this information. We can therefore warn, limit, ban or track this particular user in the future.

What disaster recovery do you have in place? This is a service issue, not CMS.

None in place. We are expecting the agency to provide this as part of their offering.

Please can you specify the reports?

We have a need to satisfy our stakeholders and therefore reports on the number/type/age of users, the number of films uploaded per hour/day/week/month, the specific geography of activity within the site is very important to us also in terms of tailoring our offering perfectly to our target audience.

Support for customised reporting and tracking capabilities - would this be Google Analytics or bespoke reporting?

Perhaps a mixture of both. Google Analytics is fantastic for what it is but may not fully serve our needs.

Will archiving the entire site form part of a backup service offering?

Yes - especially in terms of the content uploaded.

Who comprises the team at Screen South and Youth Screen?

The project is run by Accentuate (managed by Screen South) and will soon employ a Youth Screens Project Manager and Assistant. These will answer to the Chief Executive of Screen South and the Accentuate Board. Currently

the project is being managed by Anthony Alleyne (Board Member - Screen South) and Sarah Dance (Interim Chief Executive - Screen South)

Have you received many questions on the ITT so far, and if so, are they in-line with our questions?

Questions have been varied and numerous. I will be posting a number of Q and A's on the Screen South website later this afternoon/tomorrow morning and will email all companies I have been in contact with to let them know once this is done.

If we can't deliver something that's 'mandatory' due to time/budget limitations, will we not be considered to progress?

We wouldn't look favourably on this as it is something that we are confident other companies will strive to meet. However, we would take on board serious concerns if the rest of the application was water-tight and reserve judgment on our actions at this moment in time.

How many people/agencies are engaging with you at this stage?

Unknown. The details were posted on the supply2gov website as well as Wired Sussex and some other public forums. This is a public tender and all entries will be treated equally. No previous design work has been produced for Youth Screens so there are no past favourites to win the tender.

Is there any sort of existing brand for the project?

No, branding for Youth Screens doesn't currently exist.

Does a brand need developing as part of the project, within the budget for the website and alongside the same timeline?

A separate tender for the branding of Youth Screens will follow and work closely with the development of the website. It would be useful to us if you could let us know whether this is an area in which you'd be also interested in this as some companies already have done so verbally. This acknowledgement should be part of your tender response document.

If you have any further guidance on what you are ideally looking for from a branding point of view on this project that would be fantastic.

At this moment in time we are open to ideas in terms of branding.

Can you clarify if the content, especially in the 'Learn section' is to be created/ provided by the successful applicant in addition to building/ managing the site?

The content in the learn section is to be supplied by Screen South. However, we would be keen to work closely with the designated agency on this. One company has even proposed that they might be able to put in a proposition which meets this need under the existing budget.

How many people are involved in the decision making and approval process for the specification? For the Design and page layouts?

Three.

How long is the approval turnaround likely to be?

As soon as possible according to availability of relevant staff.

How many areas are involved that will require approvals overall? (For example, Film making, LEARN tutors, internal administrators, etc.)

All areas will require approval.

Will there be at least one person from Screen South/Youth Screen available at all times to authoritatively answer queries that arise?

Yes. Just to be clear, this will not be a committee approved process.

What would be the envisaged response time on any queries from Youth Screen?

As soon as humanly possible.

On the Brief, section "Project Timescales", point H, could you please clarify exactly what deliverables are meant by "initial design and build of the website", and what is meant by "Full launch for the site will follow on an agreed, staggered basis". Does this mean that the site will be launched in sections, and do the sections all have to be completed by December 18th.

The site will be launched in sections. Not all sections have to be complete by December 18th. The precise functionality and the schedule of its roll out will be realistically agreed with the winning company.

Is the project end date extendable?

The December 18th date is fixed, but this is for the initial site going online, which will provide a lower level of functionality than the full site. As mentioned previously we will work with the chosen agency to find the best solution for the delivery of the full site in 2010.

What content you will be supplying for design of the site....text and pictures etc.. Are these resources already available?

The precise nature of this content is still in discussion and therefore no resources are available at this moment time. Some agencies have expressed an interest in collaborating with us to provide this content later on.

Learning Modules - where can we find examples, is there any material available for us to review, what size and how many modules will there be, will these modules be segmented e.g. expert, intermediate, beginner?

Unfortunately, these models do not presently exist. However a breakdown according to experience is a reasonable assumption to make.

Competitions - are there any examples of exactly what format these will take, is it envisaged that they might become online and interactive?

We see competitions being both offline and online. We hope to stimulate online community activity through their use and also make users aware of the offline opportunities available. Perhaps there is a prize for best film uploaded per month, though this is simply an idea, not something we have set our hearts on. Perhaps you can come up with some suggestions too.

Is there already a user base available to start this project such as clubs, schools, colleges that will sign up initially, or do you envisage them growing organically as and when they are ready to sign up?

There is a potential user base given the relationships we have with Schools, colleges, youth clubs etc. We aim to target them heavily in the months leading up to launch, but there will also be the need to grow the site, and this is potentially where more attention should be placed.

CMS content aggregation – can you supply examples of what you envisage this aggregation will look like?

We don't have a fixed vision for this at this moment in time and are open to suggestion. Our main aim is that the system is easy for a non-technical person to negotiate and not something they would fear to death every time they turned on the computer.

...one of the companies I forwarded this to did tell me that they felt a high-quality site - as set-out in the tender document would be extremely difficult to achieve by Christmas and they therefore will not be tendering. I just wanted to pass that on - in case the deadline for completion was extended!

The deadline for delivering the entire site is not in December. The tender document points out that we expect an initial website to be operational in December with roll out of the additional functionality at agreed stages in 2010. The precise timing of this (and also which functionality will be delivered when) will be agreed after conversation with the successful party. I haven't had this comment from other organisations so I assumed the following point was clear.

Point H, on page 7 of the Tender Document reads:

The commissioned agency will have up to fourteen weeks (from the 11th September 2009), to complete the initial design and build of the website, with a branded holding site to be live in October 2009. We ask the agency to put forward a schedule on how they would meet the deadline of Friday 18th December 2009. Full launch for the site will follow on an agreed, staggered basis.

From the brief we understand that there is the need for a holding page to be produced at the start of the project, an initial launch in December followed by the full site on a phased basis. What are the key areas of the specification that you would like delivered in the initial December launch?

A holding page is no longer required at the start of the project. The launch of the parent organisation has been postponed until December and so therefore has the need for synchronicity. We would work with the chosen company closely to ensure that what is delivered in December is feasible in relation to their winning submission. It is therefore difficult for me to say more than the fact that we expect the site that goes live in December, gives a strong flavour of what its final rollout will be.

You mention the use of a 'virtual studio' element to the site alongside other online and offline editing tools. There is also reference to integration with hardware and software packages. Do you know what these pieces of software/hardware are likely to be at present?

The only piece of software we have looked at is Kaltura. But we are not advocating it's use. There may be more suitable tools out there to deliver our requirements in relation to online editing.

You have mentioned the access levels you require from the CMS. How many users to you envisage at each of these levels?

We primarily expect the site to have at the start a minimum of 2 users at the Master Level, with a maximum of 4. However, as time passes our hope is that local organisations ask for buy-in into their geographical parts of the system, and therefore we need the provision in place in order to facilitate limited CMS access to their relevant user groups etc.

What disabilities are the creators and consumers of the materials on the service likely to have? Are there any priorities?

No priorities, filmmakers will have the full range of disabilities from loss of limbs, to visual impairment, to learning difficulties.

Can only disabled users make the films?

No, though this is our primary target audience/user, we are also an inclusive site for other young filmmakers.

Do we need to recommend a licensable piece of editing software and include costs for this within the proposal, or will guides to existing downloadable software be sufficient

A steer in the direction your thinking of will strengthen your case. Each of the editing software on the market has its strengths and weaknesses - and therefore your approach details which one is more suitable for our site and why?

Is SCORM compatability needed for any of the learning materials?

The learning materials at present are to be provided by Screen South. SCORM is an Advanced Learning Option we have considered but have not yet made a final decision on.

Does the £90K budget include VAT?

Yes.

Did the users within the workshop documented in the appendix have any disabilities?

Yes, they come from the Targeted User Group.

Will disabled users be expected to make the films on their own/with existing able friends, or is this going to happen at special centres (either existing Youth Screens/Accentuate centres or disability support centres)?

There is an offline element to the Youth Screens Project, that is a programme of support in terms of bursaries, training, funding etc. but we also expect the community to form partnerships to make films together through collaboration after meeting online. There aren't any existing Youth Screens/Accentuate centres, though we are in contact with Youth Groups, Schools, and other relevant organisations.

Learning materials: As Screen South is responsible for supplying these does that mean we shouldn't include costs for creating eLearning materials in our proposal?

If you can provide these learning materials and still come in under budget, then my advice would be to include them as part of your pitch document.

As we have not started this process yet, (of creating the content), then this is something we would look extremely favourably on.

What kind of traffic are you expecting to the site on a monthly basis? How many videos do you expect to hosted? What would you expect to the average video length? (For hosting infrastructure and cost quoting reasons)

I don't have a monthly breakdown of expected traffic, but we are aiming for 5000 users by the end of year 1.

Video length on average should be 10 minutes, but there should be flexibility to go up to 15 mins, with no minimum length. Given the information provided we would be looking at the design agency to advise on the maximum number of videos the site can comfortably hold.

Accessibility standards - Are you looking for primarily conform to WCAG 1.0 or 2.0? The guidelines in the Appendix seems to reference mostly 1.0, but it could be that when being compiled 2.0 was not released.

WCA G2.0

The tender mentions you're employing User Experience Specialists, how do you envisage these working with the chosen web agency? They work on-site with us? We go there etc.

To be decided.

What would the holding site, due to go live in October, consist of ideally? In some places it refers to functionality and in others it mentions just one holding page.

The holding page in October is no longer a requirement as the parent organisation Accentuate is now launching in December. As such we would expect to see a holding page for Youth Screens going online then. As the development of the website would be much more sophisticated at this time, we will talk more closely at the time with regards to the substance of this page.

In one place the tender document it mentions the CMS solution should be recommended in proposals, and that they can be of open source nature or generic package origin. In another place the tender document states there is no reason to use a bespoke CMS for the this project – just trying to establish if are you completely against the idea of a bespoke CMS solution? We use open source technology for our own CMS.

I think the English used could have been better. The sentence should read 'There is no reason that one must use a bespoke CMS for this project. We are leaving this choice up to you.

It is also mentioned the CMS would ideally be triple AAA accessible. I'm just looking to gauge the importance of this requirement in a bit more depth, simply because as I'm sure you'll know there are not many natively accessible CMS solutions available.

In an ideal world yes. We are striving that the CMS must be as accessible and usable as possible. Especially for those with little technical experience. There have been many CMS' which are unworkable and difficult to interface with in the past. If triple AAA accessible isn't possible, then give us the next best thing.

Making a short film through the site is mentioned, can you give examples of other sites that have functionality similar to the level you're looking for?

No, I can't give you an example of another site, which is why I believe this is our USP.

The screen resolutions to be supported include 800x600 - do you have any web analytics from other sites with a similar target audience in order to determine what are the most used screen resolutions? Similar data would also be useful to determine browser support.

I'm afraid we do not have any web analytics from other sites with similar target audiences, especially this site is focused on disabled filmmakers between 13-19 years of age. We aim for this issue to be addressed during the user testing.

The tender mention supporting a certain array of browsers but Internet Explorer 8 isn't included, should it be assumed that this must be supported?

Internet Explorer 8 should also be supported.

In the LEARN core functionality the tender states a Video should be produced for each of the five key stages, is it expected that the digital agency you select would produce these videos in their entirety or simply add videos produced by Youth Screens to the site?

Screen South will be responsible for supplying the content.

11. Filmmaker Resources mandatory core functional requirements include an "online/offline editing tool" for video. Do Youth Screen have any tools like this already built? Are there are 3rd party tools that you would see as preferable for this purpose? The same question also for "Offline Animation Tools" and "Offline Sound Tools"

There are a few open source systems out there such as Kaltura. However, we are not advocating the use of this particular system. We would like the design company to propose which one works best for the site and tell us why.

I am currently preparing our tender documents for submission to you. I see that your ITT specifies email submission, plus a further 3 hard copies. We are very keen to run our business with as little environmental impact as possible. As part of this, we abide by an environmental policy that urges us to maintain a paperless system wherever possible, and print only where it cannot be avoided.

As 3 copies of the tender documents could easily amount to around 150-200 pages, would it be possible for us to submit our tender by email only? I would be happy to email to any number of the individual recipients who would need to read the tender. Please confirm whether this would be acceptable. I will of course print and send the hard copies up to your offices if necessary.

Thank you for drawing our attention to the environmental issue this selection process brings with it.

After careful thought, please submit one hard copy by post and also one electronic copy by email to:

stephanie.gorecki@screensouth.org

I've just been informed that you are inviting companies to tender for your website design and hosting. Do you have any PQQ questionnaires to complete or am I able to just run through your document on your website and cover all the points in my in-house style?

There is no PQQ. Please use your own in-house style to formulate a response.

How important is to have local partnership? What kind of partners do we need to have for this proposal?

Local partnerships are important for us as this is a regional project, with regional stakeholders. We would expect that if you don't have these at present, that you will develop them quickly if chosen as the winning company.

The brief and your expectations - Are you expecting a creative pitch or is this to be a written proposal only?

We do not have any firm expectations with regards to the submitted document except to say that we do not expect to receive fully worked through wireframes and expensive, complex graphical output. This would be unfair to you as a company. Instead we do expect, compelling, innovative and creative answers to the brief's questions and challenges,

and some sort of graphical submission that can get the shortlisting panel to visualise your proposition would be welcome.

I was just wondering what level of design concept and IA documentation you were expecting in the response. The tender appraisal section can be covered by a text document with supporting case studies but if your expectation is for design concepts and a documented sitemap and wireframes it is a different type of team I need to put on the response.

I think that developing a complex response in terms of wireframes and developed concepts would be excessive and an unfair use of your time at this moment in time.

However, if you felt you could submit some kind of basic graphical impression of your idea for the site that would definitely be beneficial to your application.

My office is next door to a web-design company and we are interested in putting in a joint tender - can we do this and if so would there be any benefit in doing this - or would it be better for him to just put in a bid on his own from his company and mention us as a sub-contractor?

A joint tender is accepted.

The call for tenders mentions Youth Screens Live/Offline programme activities, but there's not much *operational* detail about this crucial stage of the project.

The offline programme for Youth Screens is still to be finalised, but will involve training, bursaries, screenings and other film-related activity focused towards disabled young film-makers.. To be totally honest, it's not the part of the project I'm directly dealing with. A project manager and assistant will be recruited in the near future and they will be your best port of call on this. I take your point that it would have been good to have had firmly in place by now to inform your bid, but I'm afraid this is not the case. Please be aware that Accentuate doesn't officially launch until the 24th September 2009. (*Now postponed until December 09).

There's no mention of marketing support and spend for the web element (or for that matter, the live element) of Youth Screens during the life of the project.

There is no further provision at this moment in time for marketing support and therefore the maximum budget available for the project should cover this.

The brief does not appear to say much about Youth Screen's vision for ongoing operation of the site. Mentors and advisers are mentioned as is the requirement for a CMS, but the brief doesn't say much about who will be using the CMS.

Initially, the CMS will be used by the Project Manager and their Assistant (both yet to be employed). We are keen that this system is user-friendly and can be picked up in a short space of time. The range of CMS users may increase in the future, as future investors in the project, for example regional and local, may require access to data that pertains to 'their' users. The ongoing vision for the site isn't part of the tender document as the direction we go down with its build will be a deciding factor. We are first waiting to find out what can be delivered? which boundaries can be pushed back? etc etc. Of course, right now we want the website to do absolutely everything, but whether that's realistic, we'll have to wait and see.

Can you tell me anything about your plans for operational management of the site? For example, will there be a team of content editors? If so, what is the level of resourcing for this function? Has resource been identified and allocated for the development of content and ongoing production of fresh content such as blogs, podcasts, news, etc.? Again, what is the intended level of resource for this? Likewise, with regard to the "communicate" role of the site, social functionality typically needs considerable investment in content contribution, championing, responding, promotion, etc. to build critical mass and momentum. What resources have been planned for the management, stimulation and promotion of social aspects of the site?

At present the Project Manager and Assistant will be responsible for creating and modifying content as well as moderation. We have some outstanding applications for funding which if successful would be used in this area, but at present the budget stated is the budget available. I am aware that in an ideal world we would have more resources in place, however with the deliberate scaled roll-out we hope to launch as a limited but exciting and unique offering and grow the site accordingly subject to available resources. The user-testing and first few months of operation through the CMS and/or reporting software should then help steer us more towards offering what the user feels the site is missing.

We build our CMS from scratch because this offers our clients better functionality and performance compared to off the shelf solutions.

Once it meets our requirements as set out in the tender document, and is user friendly then we are happy for the CMS to be custom-built.

I came across this tender opportunity through the supply2.gov email that I receive daily. Can I confirm that we are free to put forward our application for this contract, or whether we have to be invited to tender?

You are eligible and welcome to apply for this tender.

Please be aware that this is an open Tender and though certain companies were alerted to the Tender being open, this will give them no real advantage when it comes to selection.

We will whittle down to our shortlist based on how companies meet the criteria set out in the Tender document, and how creative, innovative and economical these solutions are.

Would you like us to put together an initial design concept or two, to include in with the proposal?

This could potentially be very helpful, however the key is to respond to the brief in an innovative, creative and economic way. If initial design concepts help to back up this approach then it may strengthen your case.

Would you be using an external marketing company to promote the site online or offline?

A decision on this hasn't yet been made, as the project is part of Accentuate, which hasn't yet officially launched

A strategic digital marketing campaign will be useful for helping to promote and sustain the website, would it be beneficial for us to include details on the kind of digital marketing that we can offer?

Please include the details in your pitch document.

4. Does Accentuate South East or Youth Screens except donations or investments that we could maybe encourage via the website? Or are there fundraising opportunities for people to get involved with?

At present, no donations or investments outside the realm of public funding have been secured. Currently, Accentuate is a not-for-profit organisation and does not have charity status, though this may change.

The developers have asked, what open source technology are you expecting? Do you know the answer to this?

To be honest we are not expecting any specific software to be present. Our thoughts were that there was now a plethora of software out there that could lower costs, by the simple fact that software would not need to be written. Instead the existing code might simply need to be modified in order to meet our needs for this project.

One example of this could potentially be the online editing system Kaltura:

<http://corp.kaltura.com/>

* p3. Tender document / E. The names and addresses of three previous clients in this field. An approach may be made to these for references.

Please clarify your definition of "field" - what makes a reference a relevant one?

The field isn't especially easy to specify as we're trying to produce something that hasn't been done before. However, in general we're looking for companies with experience of working in the public sector, working with rich media websites, working with accessibility and usability etc etc. A good mix of these clients would be extremely useful.

* p4. Conditions of Contract / A. A performance bond may be required.

Please advise the circumstances under which you would require a performance bond.

This has yet to be formalised as it depends on the constitution, history, finances etc of the company that is chosen. We will therefore cross this bridge when we get to it.

* p7. Project Timescales / H. The commissioned agency will have up to fourteen weeks (from the 11th September 2009), to complete the initial design and build of the website, with a branded holding site to be live in October 2009 (*postponed until December 09). We ask the agency to put forward a schedule on how they would meet the deadline of Friday 18th December 2009. Full launch for the site will follow on an agreed, staggered basis.

Please clarify whether the agency or Screen South will be responsible for content creation and population of the site with content prior to launch (we assume Screen South), and whether the fourteen week period allocated to design and build includes or excludes this content inputting period. What is the significance of the 18th December?

Screen South will be responsible for content population prior to launch. However, we may engage another company to do this. What is exactly agreed in terms of delivery during this fourteen week period is negotiable. As it is such a small amount of time, and frighteningly close we will work closely with the chosen agency to ensure that this design and build period though challenging and boundary-pushing, remains realistic. However, we

would assume that some content is inputted before December 18th. December 18th is important as after that date, nothing really happens until the middle of January and we have contractual obligations in place with our financiers in terms of delivery.

* p13 Youth Screens - Connecting young people / Young people and youth facilitators from the South East region will also be able to apply for Grants to support live activity including further learning, workshops and showcasing opportunities.

Please tell us more about grant applications and whether this is in scope - it doesn't seem to be mentioned anywhere else in the functional requirements.

Notification of the availability of grant applications we assume to be part of the noticeboard function, and is theoretically incorporated within learning. We would hope that it would be possible for individuals to apply for said funding from within their own accounts (as well as offline), though this function will not necessarily have to be in place by December 18th.

* p22 Budget Tenders should take into account that the budget allocated for the entire Youth Screens website project is up to £90,000.

Is the figure of £90,000 inclusive or exclusive of VAT?

This figure is inclusive of VAT.

Is the relatively young age of our company likely to cause us a problem during the tender process? Also, we'd be keen to suggest using our own CMS system for the development, since it's been designed and developed to be extremely simple to use (all editing is done in-place, a feature which we've yet to see in another CMS product). Having read the tender document, my feeling is that we would need to enhance our CMS to support some of the features described; therefore we would look to include these enhancements as part of the project development. Again, do you see this as a problem?

The age of your company will not cause any problems during the tender process. Your size may actually potentially help you to keep overheads down and provide more value for money.

Using your own CMS system could potentially work, however it will, as you have guessed need to be enhanced if it fails to meet the targets set in the tender document and the subsequently if it shows weaknesses during user testing and with our accessibility/userability consultants during this period.

Are there any companies that have been asked to tender already working with Accentuate?

No.

Will the evaluation of proposals be a formal process and if so do you have the criteria that they will be evaluated against?

The evaluation will be against the accessibility, usability and functionality requirements as detailed in the tender document. A highly creative and innovative approach to delivering this will count highly towards who is and who is not shortlisted.

The December 18th delivery date is this a target date or an absolute deadline?

It is unlikely that the December 18th 2009 delivery date will coincide with the full site roll-out, rather that the basic-medium functionality of the site is active by this point. A full schedule and agreement on what is delivered at this point (Dec 18) and what is delivered by staggered release in 2010 will be agreed with the company who wins the tender.

Are all of the [MANDATORY] items really so? I.e. is there any flexibility in this list of features?

Are you open to using existing social networks (e.g. Facebook, YouTube) rather than building them in to the site itself (i.e. to provide extra features for less budget)

Mandatory items have been checked against our reporting and deliverability guidelines, though can you be more specific? Is there more to your query than just incorporating existing social networks. Solely using these existing organizations for hosting/registration etc threatens the originality of the project and will not be looked on kindly.

Just to be clear, these Mandatory features do not all have to be delivered by December 18th. There is room for flexibility as to what is delivered and when. I.e some features can be delivered at later, agreed, staggered release times.

Do you have an example of a site you admire or aspire to? Especially with regard to the close-to-AAA accessibility requirement?

Actually no. This is a chance to create something which has no peers. Most of the close to AAA accessibility sites are actually extremely dull and would alienate the target age range of the project. The common perception up to this point seems to be that accessibility and striking design and functionality are incompatible. I as well as the rest of the team do not believe this is the truth and we are looking for brave and ambitious design companies who share this view to come up with something that will startle

and make a real impact. There is a real danger that this project could simply become Youtube with learning and we definitely do not want that.