



Youth Screens Website

Invitation to Tender

Introduction

10th July 2009

AN ACCENTUATE PROJECT



You are invited to tender for the development of the Youth Screens Virtual website design and development.

Youth Screens Virtual will be a rich media website that will support young people with disabilities in the South East region, between the ages of 14-19, to learn by doing to make and share films.

This will be facilitated through communicating with each other on a world-class platform in terms of usability, working inextricably with AA (and beyond) accessibility. Its uniqueness should be in this combination of up-to-date user generated content and social networking site functionality with top levels of usability and accessibility for users. In addition to this the website will also support a programme of offline activities, such as events, training, festivals, etc.

The agency is required to demonstrate a solid understanding of, and expertise in, user-centred design. Please note that Youth Screens will employ user experience specialists in the short-listing process, and at key points up until launch.

Enclosed are the project briefs which set out the context and the requirements for the website design and development. While core requirements are listed in detail, we expect agencies to work within the core functionality to deliver tenders that are creative and fresh in their approach to the project. The remainder of this section sets out the requirements for all submitted tenders.

Tender Document

The tender document should provide the following details:

- A. A full and reasoned explanation how your company would meet the requirements set out in the briefs; providing a sample of ideas and technologies which you would implement and how your company would add value to the project at the same time as following a solid user-centric design and development approach.
- B. An outline of how you would meet the timescale designated.
- C. A total budget for the project including VAT with detailed costing per person per day and any other costs (to be specified) for undertaking the work bearing in mind budget guidance in the briefs below. Please also itemise the price for each requirement set out in the project brief. An outline of how and when your company would like to receive payment would also be useful.
- D. Your qualifications and capacity to do this work and confirmation that you can complete the work within the Project Timescales.

- E. The names and addresses of three previous clients in this field. An approach may be made to these for references.
- F. You may be required to supply a banker's reference and your organisation's financial accounts for the previous three financial years.
- G. Please enclose copies of certificates of:

Professional Indemnity Insurance
Employers Liability Insurance
- H. Curriculum Vitae should be submitted for all members of the proposed team involved in this project demonstrating their ability to complete the contract and providing their names, professional status and experience.

Subcontractors

An agency which can provide a complete solution is preferred; Screen South understands, however, that certain agencies may prefer to outsource areas of the project. If this is the case, please outline in the tender document which areas of the project you wish to outsource and the details of the subcontractor. It is the responsibility of the commissioned agency to manage all subcontractors and Screen South do not take any responsibility for external agencies.

Tender Evaluation Criteria

The following criteria will be used in evaluating the tender document:

1. Experience, creativity and technical ability of the project team
2. Cost and value added
3. Ability to meet the timescale designated
4. World class usability together with close to AAA rated accessibility of the proposed website design and development
5. Understanding and support of Screen South's aims, objectives and values in the Youth Screens programme

Additional criteria for assessment will include:

- A site solution with built-in scalability for new features and content
- Strong information architecture and simple navigation
- Innovative approach to the delivery of required features
- Flexibility of content management system solution
- Robust user centric design and development strategy
- Digital marketing advice for the live site

Project Management

The project will be managed by a designated member of the Screen South Youth Screens delivery team who will be responsible for the day-to-day management of the work. The successful contractor will also be expected to nominate a named member of their team who will be in overall charge of the project and who will act as the main point of contact with Screen South.

Conditions of Contract

The successful organisation will be required to enter into a written contract with Screen South, which would include the following conditions:

- A. A performance bond may be required.
- B. Payment will be divided up over the course of the project, which will be agreed with the commissioned agency.
- C. Corrupt practices by the contractor including cancellation of the contract will incur legal penalties.

Questions

Questions on this project can be received and answered by email up until Friday 7th August 2009. Answers to these questions will be shared with all companies circulated with the Invitation to Tender.

The contact for questions is Gaby Topalian at Screen South who can be contacted on gaby.topalian@screensouth.org.

Non-Disclosure Agreement

Screen South asks that this document is for your company's use only. If you work alongside partner agencies, please make them aware of this non-disclosure agreement. By submitting a tender you agree to these terms.

Freedom of Information Act (FOIA)

In tendering for this contract you should be aware that information you provide will be disclosable if a request is made to Screen South. The FOIA requires Screen South normally to release information specifically required by a "person". At the same time the FOIA does recognise that a public authority, in order to

carry out its functions, may decline certain requests where an appropriate exemption applies. These two exemptions are set out below:

Information provided in confidence:

Section 41 provides that information is exempt if it was obtained by Screen South from any other person and the disclosure of the information to the public by Screen South would constitute a breach of confidence actionable by that or any other person. In order for Screen South to rely on this exemption the information must be given in confidence, that is, the information must not be in the public domain and must not be treated as non-confidential in the past. The information must also have been provided in circumstances importing an obligation of confidence.

Commercially sensitive information:

Section 43 provides that information may be exempt if it constitutes a trade secret or if the disclosure is likely to prejudice the commercial interests of any person. This exemption is subject to the public interest test.

Should you, the potential supplier regard information as given in confidence or constitutes a trade secret or would prejudice your commercial interests please indicate this clearly against the information. In addition, over time, the supplier should be aware that some information may lose its confidential nature or commercial sensitivity. Please indicate in your view when such information may be released. This should be a reasonable time period in relation to the nature of the data.

By indicating what information may be confidential or commercially sensitive may assist Screen South in determining whether any exemptions apply. It should be noted that it is Screen South must determine whether a disclosure should be made and that this must be determined on a case by case basis by Screen South.

Conflicts of Interest

Bidders for all services where a conflict of interest may exist or arise, must inform Screen South and submit proposals for avoiding such conflicts. This is particularly important where the conflict is likely to suggest a real danger of bias in the execution of the service.

Special attention should be paid to services concerned with the contracting out of administrative decisions relating to public law functions, i.e. functions carried out under statutory authority involving powers and duties not generally available to private law bodies.

Additional Information

1. Equal Opportunities

Please provide the following information:

- Recruitment advertisements or other literature
- In the last three years, has any finding of any unlawful discrimination been made against your organisation by any court or industrial tribunal? If the answer is yes, what steps did you take in consequence of that finding?
- In the last three years has your organisation been subject of formal investigation on grounds of alleged unlawful discrimination? If a finding has been made which is adverse to your organisation, what steps did you take in consequence of that finding?

2. Health and Safety

Please enclose a copy of your Health and Safety Policy.

Please provide the following information:

- Details of the arrangements for implementing and maintaining your Health and Safety Policy.
- Has your organisation ever been prosecuted or served with an improvement or prohibition notice by the Health and Safety Executive or have any other enforcing agency as described by Health and Safety (enforcing agency) regulations 1989?

3. Environmental Issues

Please provide the following information:

- Has your organisation been found to be in breach of the Environmental Protection Act 1990?

4. Are you an SME?

Please confirm your company's status in relation to this definition:

- Fewer than 250 employees; and;
- Has either an annual turnover not exceeding EUR 40million; or an annual balance sheet total exceeding EUR 27 million; and;

- Not more than 25% of the capital or voting rights is owned by an enterprise which is not itself and SME.

Project Timescales

- A. The tender document was made available to download online or sent to your company on **Friday 10th July 2009**.
- B. Questions can be answered by e-mail until **Friday 7th August 2009**.
- C. Tenders must be received in writing by **10am on Friday 14th August 2009**. It is the responsibility of all Tenderers to ensure that their tender is delivered no later than the appointed time.
- D. If required, a short list of companies will be compiled and called for interview by **Friday 21st August 2009**.
- E. Interviews will be held on **Wednesday 2nd September 2009** in either London or Folkestone.
- F. The chosen agency will be notified on **Friday 4th September 2009** and subject to contract invited to begin the project on **Monday 7th September 2009**.
- G. Subject to contract the project begins, at the very latest on **Friday 11th September 2009**.
- 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**. 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.

Delivery

3 hard copies of your tender documents should be sent to:

**Youth Screens Tender Team
Screen South
The Wedge
75 – 81 Tontine Street
Folkestone
Kent**

CT20 1JR

Tel: 01303 259777

Fax: 01303 259786

An additional electronic copy should also be sent to: Stephanie Gorecki at Screen South on stephanie.gorecki@screensouth.org.

Enclosures

Website Design and Development Briefs 1 – 5

Appendices

Screen South Consultation Workshop outline



Youth Screens Invitation to Tender

Website Design and
Development Brief

AN **ACCENTUATE** PROJECT



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1.0 Introduction

This section includes a background on the work of Screen South and the Youth Screens project in more detail.

1.1 Screen South

Screen South is the film and media agency for the South East of England. We aim to be a resource that helps people get their ideas off the ground, whether they want to make a short film, learn how to write successful scripts, set up a film festival or shoot a major movie here. We promote talent, preserve our film heritage and find ways of presenting exciting film to new audiences.



Screen South is a Lottery distributor. The funding we distribute is primarily from the UK Film Council's Regional Investment Fund for England (RIFE). We work across the whole of the South East region, which includes Berkshire, Buckinghamshire, East Sussex, Hampshire, Isle of Wight, Kent, Middlesex, Oxfordshire, Surrey and West Sussex.

Screen South is passionate about developing a dynamic environment in which film and media culture can flourish. Screen South aims to:

- Provide the first port of call for funding and information relating to film in the region

- Collaborate with existing organisations to develop hubs of activity and expertise
- Encourage networking and collaboration between media practitioners
- Work with the industry to set standards for excellence, creativity and innovation
- Act as an advocate for the region's film and media industry nationally and internationally
- Promote the profile of the region to attract inward investment
- Find creative ways of developing audiences for film and the moving image, promoting opportunities for education and wider access
- Act as a key route for the flow of information between the Film Council, regional organisations and film makers

Areas of activity that Screen South covers include:

- Production & Development
- Film Commission and Inward Investment
- Training
- Exhibition
- Communities & Learning
- Film Heritage & Archive

More information on Screen South's activities can be found on their site at:

<http://www.screensouth.org/>

1.2 Accentuate

Youth Screens is part of Accentuate, a cross-sectoral initiative that will produce a lasting legacy in the South East from the 2012 games. Accentuate is a ground-breaking, cross-sectoral project that aims to change the lives of disabled people by putting them at the heart of a programme that takes its inspiration from the South East region's unique heritage as the birthplace of the Paralympics. Accentuate takes the milestones, values and achievements of the Paralympic

Movement, as the impetus for real and lasting change and for the promotion of excellence.

Accentuate is a multi-agency project and brings together the agendas and influence of all the key cultural agencies in the South East (Arts Council England South East, English Heritage, Sport England, Tourism South East and Screen South) to promote new ways of thinking, doing and being - where disabled people of all ages can access real opportunities

1.3 Youth Screens – Connecting Young People

Youth Screens will be a local, regional and global gateway for young disabled (alongside non-disabled young people) from the South East to share their stories and ideas through filmmaking. Youth Screens must be accessible to all young disabled people, whatever their disability. We're looking for universal design solutions that are accessible to all these groups. Virtual and live activity will deliver a learning programme for 14-19 year old filmmakers, enabling them to showcase their excellence, learn and collaborate with others locally, regionally and internationally.

Youth Screens is driven by a vision to be a vibrant programme with world-class levels of usability and accessibility for its users. At its core will be a rich media website where all young people from the South East region can develop their filmmaking skills from development through to distribution. The website will be an extremely accessible and incredibly user friendly site that provides a free service to its users. 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.

The Youth Screens Live/Offline programme will include:

- Mentoring, Workshops, Training, International Exchanges, Festivals
- Workshops will take place in at least 16 locations by Film and Media professionals and Youth Screen mentors. Workshop facilitation will be integrated into planning events – a core team of facilitators will work with local specialists & mentors.
- Youth Screens will be a partner in Regional Youth Screen Festivals as well as promote the work of young regional film and media makers overseas.
- Youth Screens will be a reliable and trustworthy conduit for Young people to engage with other inspirational accessible film and media projects such as Oska Bright, Flash Forward, Kidnet, Summerscreen, Digi Born Kids.

1.4 Targets and Partners

The overall Youth Screens programme has key targets in terms of the outcomes that must be delivered, specifically in terms of progression of participants through to increased skills and abilities, professional opportunities and creative success.

In order to ensure the success of the integrated live and virtual programmes, the following monitoring and evaluation will be in place:

- A steering group for the project
- Peer to peer review
- Some measure of the reach of the project
- A monitoring of the quality of the materials produced
- Assessments of the impact of live screenings
- Assessments of the impact and influence on participants

Key partners in the delivery of the Youth Screens project will include:

- Organisations already working in this field, including:
 - Oska Bright
 - DADA South East
 - SHAPE
- National organisations for the development of the creative industries:
 - Arts Council
 - UK Film Council
 - Department for Culture, Media and Sport
- Regional Local Authorities, regional Schools and regional Youth Clubs

The Youth Screens team are also actively seeking broadening the range of partners in terms of live activity and technology solutions to continually enhance the programme's offering as it develops in its first stages.

The project has 5 key phases in its current form:

Phase 1 Best practice benchmarking and partnership formation [on-going]

Phase 2 Launch Partnership/Information Architecture scoping [on-going]

Phase 3 User-based design and development

Phase 4 Testing and Beta release (including usability testing)

Phase 5 Staged live release with scalable functionality

The specific timings and requirements of phases 3-5 are detailed in the site specifications briefs below. The programme's initial period of operation will be 3-4 years from the start of Phase 5.

1.5 Outputs and Performance Indicators

As with all publicly funded projects, Youth Screens has some key outputs for the project including:

- 1 x fully accessible Website – with a basic or holding site live by October 2009
- 4 biannual film festivals aimed at young people 2009, 2010, 2011 and 2012
- 4 year programme live and virtual workshops and competitions
- 4000 disabled young people involved and leading, making their own
- 2000 films produced or shared by participants
- 16 Regional Youth Screen Festivals
- 16 Live workshop weeks
- 16 International Exchanges
- 100 Youth Screen Activity Awards
- 100 Youth Screen Live Event Regional Screenings

The website itself is one of the deliverables, but it should also iteratively feed the live programme as well as outreach encouraging young people to upload the results of live workshops and learning so that both the virtual and live programmes begin to work together in an integrated and intuitive way for all participants.

2.0 Requirements

2.1 Overview

This section discusses the development requirements for the Youth Screens platform, with more specific site-wide technology requirements detailed in Brief 1. Screen South require an agency which can provide:

- Design/Brand Development
- Integrated Website and Database Development
- Content Management system design and integration
- A user-centric design and build approach at all points
- An innovative combination of best practice usability approaches with close to AAA rated accessibility for all elements of the site that create a new standard of usability and access for websites.

It is important to note that Screen South are looking for an agency which we can work with in the long term, and shares our passion for enabling young people, particularly those with disabilities, to make and share their creative work.

We believe that the unique selling point of this project is that it will be the world's first rich media, yet fully usable and accessible, website dedicated to learning by doing and then showcasing through a social media style platform. Therefore the winning agency must evidence their ability to meet, and ideally exceed, WAI-AA guidelines for the best practices in accessibility on the web in combination with top-level usability practice and user-centric design.

Research

A user-centric development process, including workshops and consultancy, has been started to develop the site specifications as they stand. This work must continue during the design and build phase for the website. Therefore Screen South are looking for an agency that can deliver the core user requirements and functionality in three key and totally integrated ways:

1. In an innovative, rich media, well designed way
2. In the most usable and accessible, WAI-AA rated, form
3. Through a consultative, user-centric, design and testing development process

Brand and Domain Names

Youth Screens refers to the overall programme of work that Screen South will be undertaking. Screen South are open to rebranding the programme's name to something more direct and user-friendly and are looking to the agency to work with Screen South on new project naming options. Current user suggestions include "uScreen" as a name for the website.

The following domain names have been acquired for security of the Youth Screens, but again, these are only held so that we retain the ability to rebrand from the projects current working title of Youth Screens for the site and live events.

Domain names currently held include:

www.youthscreens.org

www.youthscreens.eu

www.uscreens.com

www.uscreens.co.uk

Screen South are also open to working with the selected agency on the overall branding for the site and live events work. Ideas for this should be included in your tender if you wish to partner on this work.

Hosting

Depending on the technical architecture of the site developed, we understand that the hosting service and requirements will vary. We are looking to the agency to suggest the best hosting solution. Obviously the host must be secure, stable and backed up regularly as well as prove cost effective for the level of rich media content the site could be delivering. The Screen South team are looking to create in-kind or sponsorship relationships with providers of hosting and again, we are looking to the agency for advice on possible partners.

Content Management System

The website should have an integrated Content Management System (CMS). Again the agency should advise on which CMS solution is best suited, whether it be an open source or a generic package. The agency should make Screen South aware of any licensing issues. Screen South currently uses Microsoft Windows as its Operating System, but the CMS must support a range of platforms and connection speeds as admins for the site will not be solely Screen South personnel.

More details on the requirements from the Content Management System can be found in Brief 6 below.

Search Engine Optimisation

The website should be search engine optimised (SEO). It is understood that there are techniques to achieving a superior relevancy of content, which Screen South expects to be implemented. With Youth Screens being the lead for accessible learning activity in filmmaking in the South East region we expect our website in due course to be ranked in to high listings when a user enters relevant search terms into a search engine.

Data Feeds

It is expected that the website will be RSS compatible, so that data feeds from other RSS sites can be published on the Youth Screens website, and vice versa. An example of external websites which Youth Screens may potentially link to includes the UK Film Council and Skillset. More detail is provided in the Briefs below.

Youth Screens Newsletters

Screen South envisages that there will be a need for targeted digital newsletters; going to target users who are interested in learning how to make films, and newsletter going out to the key partners in the delivery of resources, training and filmmaking activity. Both newsletters will be compiled in relation to the user's interests (gathered through the user registration). Screen South should be able to administer these newsletters through the CMS. More detail is provided in the Briefs below.

Key Performance Indicators (KPIs)

Screen South has key outcomes to achieve for the overall Youth Screens programme as listed in Section 1 above. As a summary of the detailed outputs in Section 1, the core KPIs that need to be delivered/proven to Skillset, Legacy funders and the European Regional Development Fund for the overall programme are:

- Employment
- International collaborations
- Career progress
- Skills and knowledge increase (for individuals and businesses)
- Knowledge transfers

Directly linked to these are the following key performance indicators (KPI) by which the site's success will be measured. We will need to track user behaviours and capabilities as well as a broad range of analytics, providing a mix of qualitative and quantitative metrics across the network. It is expected that the agency will suggest ways in which to collect data on these KPIs (or supporting information) through innovative methods. These should include, but are not limited to:

1. User effectiveness, efficiency and satisfaction
2. The number of users registering and regularly using the site
3. Core user statistics (age, location etc.)
4. The disabilities and experience level of users that are registering
5. The number of people viewing users' films and the ratio of viewers to users
6. The success in converting a visitor into a user
7. The time spent and level of interaction users have on their learning journey
8. Skills and knowledge increase for individual users
9. Collaboration between users on the creation of new work
10. Enhanced career opportunities and actual employment for users

2.2 Structure

The Youth Screens strategy is split into three core sections which represent the aims and objectives of the programme. The same structure should be implemented in an innovative and usable way within the design and development of the website.

At the core of the website project is the idea that Youth Screens virtual offering will do one thing really well – namely allow a young disabled person to learn by doing how to make a short film from development right through to distribution. To enable this, the site's three core functions should be:

LEARN – Users that want to learn how to make a short film with opportunities for personal and professional development.

SHOW – Users that have made their short film (through the site or otherwise) and want to show it to other users.

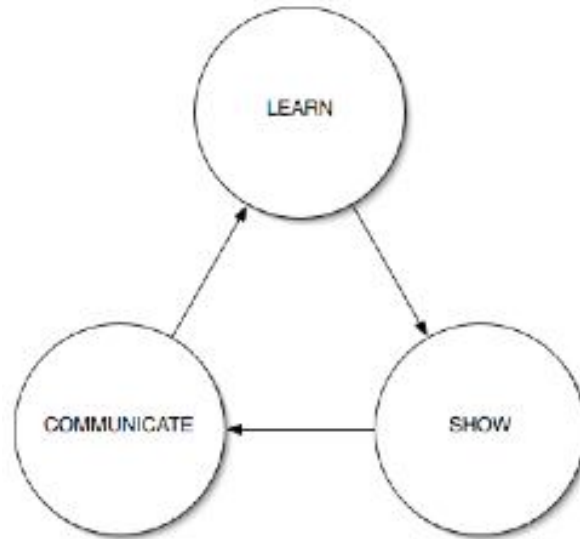
COMMUNICATE – The mechanisms for both learning and showing that enable users to get a rich and rewarding experience from the site.

These functions will be specified in detail in their individual brief sections (Briefs 1 to 4) later in the document.

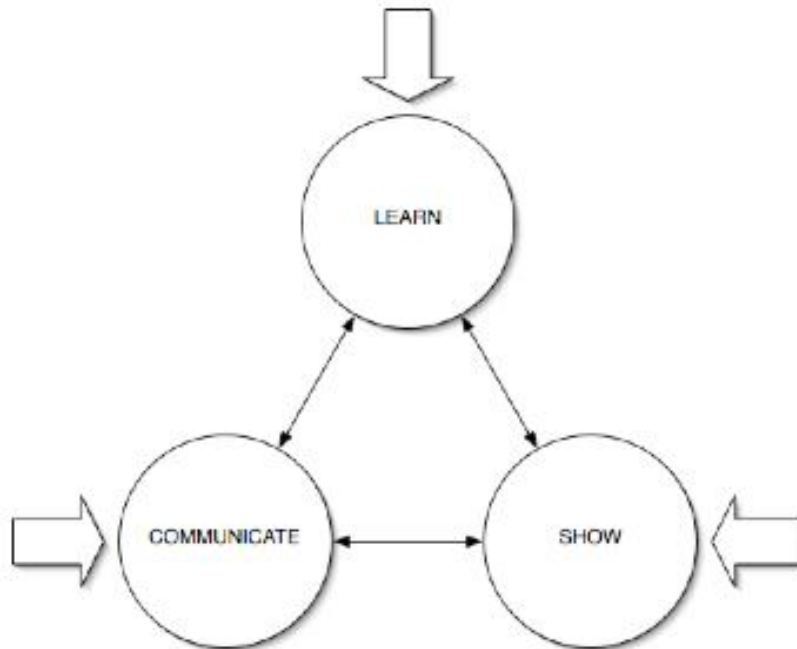
But the basic architecture is outlined here:

Site Backend	Site Frontend	User Groups
CONTENT MANAGEMENT SYSTEM	LEARN	Young people that want to learn to make a film or improve their skills
	SHOW	Filmmakers that have used the learning tools to make a film and/or want to share their existing work with others
	COMMUNICATE	Young filmmakers talking to each other and/or mentors and industry during their learning journey and showcasing

These three areas should provide the basis for an iterative learning and user journey. In the first instance, we assume that a user arrives at the site to LEARN, thereby producing a film which is then put into the SHOW element of the site, and then through the COMMUNICATE function is able to identify new learning points, collaboration possibilities and re-enter the LEARN stream with new needs:



However, the site should have a flexibility in terms of the user entry point, also allowing for users to engage with the site in the SHOW or COMMUNICATE functions first, then filter through to LEARN in any direction:



In order for users to be able to track their progress in learning, to upload and share the results of their work and to communicate with each other, the site must have a registration and personalisation function which is detailed in Brief One, below.

2.3 Development Targets

Time Frame

The commissioned agency will begin work on the project brief by the 11th September 2009. Screen South expect the website design and development to be completed within fourteen weeks (by Friday 18th December 2009).

It is expected that the website will be constructed in stages; we are looking to the agency to offer their advice on how best to manage this. It is expected that a branded holding page will be ready in October 2009.

The overall goal for the website is that within 3-4 years, the site will have grown from a targeted regional hub for the South East to become a local, regional and international beacon for learning. The further growth of the site, with aspirations for meeting user needs with increased scope and functionality, is highlighted within each Brief section.

User Centric Design & Testing

A user-centric development process throughout the development of the website must be used by the agency. Screen South can give the agency key contacts of target user groups as and when required to ensure that standards are being met and users needs are at the heart of the design and build process at all stages. A brief overview of the work already carried out by Screen South and consultancy to date is attached here as Appendices 1 and 2.

We'd expect usability testing with target audience to take place at the wireframe and prototype stages with a possibility of testing when the site is live. Please explain should your approach differ.

An agency should be aware that they will be required to work with specialist disability access consultants appointed by Screen South through the user design and development phases, though an agency that builds this into their tender package would be considered.

Budget

The Youth Screens programme is working to an aggressive timescale and a challenging budget. Tenders should take into account that the budget allocated for the entire Youth Screens website project is up to £90,000. This is to include, but not limited to:

- Website design and development to live launch
- Hosting (costs should be quoted for year 1, as well as 4 years)

- Support (costs should be quoted for year 1, as well as 4 years)
- User testing to live site launch
- Contingency for change requests or redevelopment from testing
- Any and all third party software purchases or licenses

Please note that agencies should consider the maximum figure as a sum to beat with an innovative combination of open source technologies, adaptable development processes and strategic partnerships wherever possible. Agencies will be required to deliver to their quoted and agreed budgets as significant overruns will not be covered.

Scalability

It is widely recognised in community-based site development that a key to the launch success of a portal such as the one proposed for the Youth Screens site is a clarity and depth of content being present from the outset.

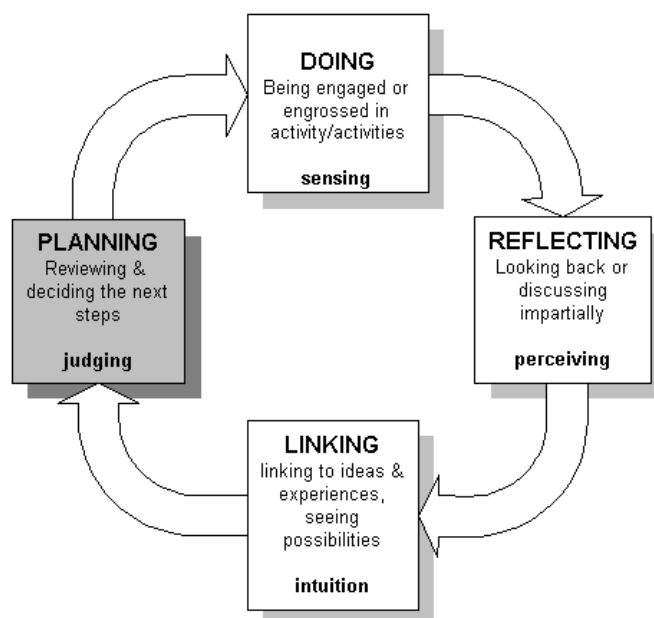
To ensure a rapid development and release this brief for the site has focused on a set of core functionality for the first release that has a critical mass of content available on launch. By focusing down on three main areas – i.e. LEARN, SHOW, COMMUNICATE – Youth Screens can ensure that users find useful and rich information when they visit the site that encourages them to engage with and return to the portal.

If the development of the site in first release is too complex and broad, the project risks a much longer delivery phase as well as having a rarity of meaningful content in all areas that means users feel unsatisfied and migrate to other, perhaps less accessible but more established, sites. This approach to development and delivery combined with an openness to innovation will also help ensure the project is realistic in its ability to deliver on time and on budget. These specific functions are detailed in the individual briefs below.

The key area for the longer term success of the Youth Screens website is scalability. As the site and live events develop, and users progress on their learning journey, Youth Screens will need to develop and add layers of more detailed content as well as additional tools and ways of working on the site.

While the initial site content of the LEARN function will focus on first time and emerging filmmakers, this function will need to embrace the iterative learning journey, i.e: developing new skills and capabilities effectively is not only about formal training but is also about profiting from your everyday work experience. It involves:

- Doing – carrying out and being aware of activities you are participating in
- Reflecting – reviewing and summarising what has just taken place
- Linking – making links and connections with previous knowledge
- Planning – using what you have learnt to make improvements, which involves planning, structuring what you do in a new way, and setting targets.



More details of the learning cycle that we will be basing our LEARN function on (and that site development and scalability should replicate) are available at: <http://www.interconnections.co.uk/Market/PCFG/learning.htm>

Youth Screens will want to add additional functionality and content as the community grows based directly on user needs in their interactions with the core release of the site, meaning the site will grow exponentially in linked response to the activity taking place. As above, our target is to be a world-class example of learning for young disabled people within a 3 to 4 year timeframe. Additional functionality that will facilitate this may include, but is not limited to:

- A widening of the age groups engaged in the site
- Other screen media and arts (e.g. gaming, mobile phone apps etc.)

- Online collaboration and production tools (e.g. editing and sound tools)
- R&D of tools developed by partner organisations (such as collaboration tools above)

If in 3 to 4 years the site is working as a “virtual studio” where users can collaborate using online tools with each other in real time, the site will be reaching its some of its ambitions in terms of an expansion of user journey.

Therefore the development of the site at this stage should take into account a flexible and agile architecture and development that will enable expansion of the site’s functions with minimal cost and impact to the overall site and project

3.0 Brief One – Site Wide Functionality and Design

The key requirements and improvements for the site wide development are summarised below in no order of priority. Those elements which are considered to be desirable rather than mandatory requirements will be noted.

Usability and Accessibility

As described above, the key to the success of the Youth Screens site is that its design partners best practice usability approaches and world class accessibility. We acknowledge that this may well be one of the key USPs of the site, and one of the core challenges in the design and build phase, particularly when teamed with the UGC/rich social media approach for the site’s function and personality.

All content and functionality on the site must be extremely usable and at the minimum stringently conform to the guidelines set out in Appendix 2. We believe that by conforming to these guidelines the site will be at least WAI-AA compliant and close to AAA compliant. The key areas of delivery on accessibility and usability aspects of the site’s design should take into account:

- Differing software and hardware used by young people with disabilities to access websites (e.g. speech readers, speech recognition software, screen magnifiers, browser settings)
- Differing needs dependent upon a broad range of disabilities (e.g. subtitles, audio description, British Sign Language)
- A feeling that the site is catering to disabilities without condescending or keeping those with disabilities “separate” from others – there should be no siloing of different needs or user groups

- The design must use relative sizing and be tested on multiple screen resolutions including: 800x600, 1024x768 and 1152x864
- User efficiency, effectiveness and satisfaction throughout the design
- Ease of navigation and interactions with all site functionality in a supportive, friendly way

Youth Screens is aware that it will not be able to cater for every single individual disability specifically, as in some cases making a site accessible for one need can create barriers for another user's interaction with the platform. This is why the overall usability of the site must work in inextricable partnership with all accessibility elements of the design and build.

In the best case, the agency should create innovative ways for the site to become more accessible as the content builds through user support and input, e.g. allowing users to submit text translations, audio descriptions or sign language interpretations of content.

Security

The Youth Screens site will be used by young people both at home and within a school or community group context. Therefore the site must be robustly secure and build into its functionality (across all user generated content) adequate processes for the protection of its users from the likes of:

- Inappropriate content in video/text uploads
- External linking to unapproved sites
- Inappropriate comments or questions

These processes can be a combination of technology solutions and administration and/or moderation, but the most streamlined approaches to this issue will be looked for from an agency.

Navigation, search & structural design

With usability a core goal for the site, thought should be given to the following areas when designing the navigation, search & structural design:

1. Navigation should be user-centred, clear and simple with as few steps between different sections of the site as possible. The agency is required to suggest an approach or approaches to deliver a user-centred navigational system. Efforts must also be made to assist users who

- require tools such as speech readers or recognition software to move around the site.
2. Additional in-page orientation cues should be considered to aid navigation.
 3. A useful and clear search facility must be visible. The system should have a basic search (for videos and names) to start with but must allow expansion to include advanced search functionality specific to the various areas of the site (e.g. community). Design of both the search function and search results should focus on usability as well as functionality.
 4. The information architecture should be carefully thought out to allow cross linking and categorisation of information. Features such as 'Related Items', 'Recommended Films', 'Resources', further contacts and any other relevant web conventions must be considered.
 5. Navigational aids such as quick links and a comprehensive site map should also be considered.
 6. Alternative methods to find information such as based on tags and/or area of the site (e.g. community, screenroom etc.) should also be provided.
 7. The ability to change accessibility-related display features of the page is required (e.g. text size, audio description etc.). Note that not all pages may have a translation and/or additional accessible versions in all cases.

Personalisation

As above, the site's core activities and goals require that users to be able to track their progress in learning, to upload and share the results of their work and to communicate with each other via registration and personalisation functionality.

Through user research and workshop evaluation to date, the ideal model for this personalisation could be based on social networking platform functionality that our target user groups will be familiar with. Research shows our target audiences using YouTube, Facebook and Bebo among other online tools.

On the site-wide functions, users must be able to:

- Register – giving us name, contact details and accessibility requirements
- Create their own profile – with picture, about me and other related information
- Sign up for newsletters or live event notices

- Add their comments to films, bulletin boards or FAQs (as detailed in the COMMUNICATE brief below)
- Be given targeted information by the Youth Screens moderators/editors on a home or landing page, e.g. what's on in their area, filmmakers near them

Standard best practice for usability, security and validation practices should be used at all stages in the registration and user submission process.

Limited site functionality (pre-registration) should be available, showcasing the site's content and benefits, encouraging users to join. Comments, rating etc., on content must not be possible without registering. All the user details should be available in the CMS for dynamic analysis by Screen South.

There should also be the possibility of having different user levels on the front end (as well as through the CMS) including:

- Young people (target audience)
- Their parents/teachers/carers
- Professionals/mentors

This will enable teachers and carers to get more information (partner organisation contact details etc.) that might not be ideal to make available to the wider site community.

Presentation Formats

Using CSS or other mechanisms the following media types must be supported:

- Printer Friendly Pages (all HTML pages are expected to be print-friendly)
- Print as PDF

Mobile and/or PDA access is not required at this stage, but is desirable in further developments of the site given partnerships and further funding.

Contact Us and Links

Users should be able to quickly and easily find contact details for the Youth Screens programme managers. This should include:

- Contact name(s)
- Postal address
- Email address

- In-page feedback form
- Links to partner organisations should also be available, with standard warnings on content and accessibility levels of 3rd party sites.

Legal and Terms

The site must have a link/area to the Terms and Conditions of Use of the site. The following information, which we expect the agency to contribute to the development of, must be present on the website:

- Terms of Use
- Privacy Policy
- Accessibility Statement
- Screen South details registered offices, etc

All the above documentation must use simple language and plain English to make it accessible to both disabled and non-disabled users.

Other Functions

Other desirable site functions, such as news, RSS feeds and live resources, are detailed in the COMMUNICATE brief below.

4.0 Brief Two – LEARN Functionality

4.1 Aim

To enable a young person to learn how to make a short film from beginning to end in five key stages:

1. Development (story, narrative, character etc.)
2. Pre Production (scheduling, budgeting and casting etc.)
3. Production (equipment, crew and locations etc.)
4. Post Production (editing, grading and online etc.)
5. Distribution (festivals, showcasing online – specifically the Youth Screens website)

The agency is required to submit ideas on how to present these key stages in a user-friendly manner. If shortlisted, the agency will be required to present a more developed version of your ideas.

4.2 Target Audiences

Young people between the ages of 14-19, particularly those with disabilities. The carers, teachers, social workers etc. that work with these young people.

4.3 Functions

To support, motivate and inspire young people to create their own films from beginning to end in a clear and recorded journey.

Screen South require the LEARN section of the website to be highly inspirational, and to use a supportive peer-to-peer approach and personality rather than an overly formal teacher-pupil dynamic.

We are looking to the agency to allow the use of a range of content for the learning modules on the site. It is expected that the agency will work with Screen South to develop approaches on how best to deliver this content to the end users and suggest ideal delivery mechanisms as well as supporting the selection of downloadable tools as and where appropriate.

4.4 Information Architecture

This section of the site should be split into the 5 core areas of making a film: development; pre-production; production; post production; distribution. The information architecture of the LEARN site must be supported by the site-wide functionality of the COMMUNICATE brief at all times.

4.5 Core Functionality

Each of the 5 LEARN sections should have the following functionality, detailed as MANDATORY or DESIRABLE where appropriate:

- How to guides/learning content in the following forms for each piece learning module:
 - Video [MANDATORY] – with the ability for users to add subtitles and/or audio description to videos without them [DESIRABLE]
 - Text – both online and downloadable PDF format [MANDATORY]
 - Other visual material – e.g. stills [DESIRABLE]
 - Links to further content, live events, support or resources (both within Youth Screens site and approved 3rd party links) [MANDATORY]
- Filmmaker Resources, rights-free downloadable content (provided by Screen South) to assist in making films, for example:
 - An online/offline editing tool downloadable by users for all major systems (either within site or through an approved 3rd party link) [MANDATORY]
 - An offline animation tool (as above) [MANDATORY]
 - An offline sound tool (as above) [MANDATORY]
 - It is expected that the agency would supply “how to” guides for site content on how to download the above tools
 - A player with a range of downloadable music (content to be supplied by Screen South) [DESIRABLE]
 - A player with a range of downloadable sound effects (content to be supplied by Screen South) [DESIRABLE]

- A player with a range of downloadable archive footage (content to be supplied by Screen South) [DESIRABLE]
- FAQs [MANDATORY]
 - Core FAQs on each section as designed and delivered by Screen South [MANDATORY]
 - The ability for users to ask new questions and have them answered by Screen South and/or site mentors [MANDATORY]
 - Links to further content, live events, support or resources (both within Youth Screens site and approved 3rd party links) [MANDATORY]
- Further example best practice in the following forms: [DESIRABLE]
 - Video – with the ability to add subtitles and/or audio description [DESIRABLE]
 - Text – both online and downloadable PDF format [DESIRABLE]
 - Other visual material – e.g. stills [DESIRABLE]
- Links to example work in each area by other site users via tags or Screen South moderator selection [DESIRABLE]
- A tracking function that allows users to save their progress through learning modules [MANDATORY]
 - e.g. If there are 5 modules in the “Development” category of LEARN, then a user should be able to move on to each module after completing previous modules, and this progress should be tracked on their profile page/learning folder [MANDATORY]
 - A function to award badges or other prizes for completion of learning modules (either automatically or by moderator choice) [DESIRABLE]
- ‘A Jargon-busting’ quick reference page, where users can quickly understand terms used in relation to filmmaking and the industry. [MANDATORY]

In the future releases of the LEARN function, additional resources such as online collaborative editing, animation or music software will ideally be added. The LEARN modules will be added to (e.g. advanced learning options) as the content

is created by Screen South and/or key partners.

5.0 Brief Three – SHOW Functionality

5.1 Aim

To enable a young person to showcase their filmmaking – either as a result of using the LEARN function on the site, or from their own work.

5.2 Target Audiences

Young people between the ages of 14-19, particularly those with disabilities. The carers, teachers, social workers etc., that work with these young people.

5.3 Functions

To reward, further motivate and inspire young people who have created their own films.

Screen South require the SHOW section of the website to be celebratory, and to continue to use the supportive peer-to-peer approach and personality from the LEARN section rather than an overly formal teacher-pupil dynamic.

We are looking to the agency to offer innovative ways of delivering the showcasing element of the site, either by integrating current tools (such as YouTube) or creating bespoke solutions that fit our usability and accessibility requirements (at least WAI-AA compliant and close to AAA compliant).

5.4 Information Architecture

This section of the site should be clear and easy to use, with the various options for progression of a film (rating and comments etc.) ideally all available within each film's page(s). The design should inspire users to continue their journey after uploading/watching a film. The agency is required to submit ideas on how to do this. The architecture of the SHOW site must be supported by the site-wide functionality of the COMMUNICATE brief at all times.

5.5 Core Functionality

The SHOW section should have the following functionality for registered users, detailed whether mandatory or desirable in the first phase:

- Uploading a film [MANDATORY]
 - In as broad a range of formats as possible [MANDATORY]

- With the ability to view in compressed or high/original resolutions [MANDATORY]
 - Uploaders must agree before submitting that the work does not infringe all standard copyright laws and that they are the author of the work with the right to distribute said work [MANDATORY]
- Adding additional film information [MANDATORY]
 - Key crew details
 - Synopsis
 - Cast details
 - Other production information, e.g. budget, kit used and locations
- Rating a film (e.g. with a 5 star system) [MANDATORY]
- Commenting on a film [HIGHLY DESIRABLE]
 - Users should be able to comment on any and all films submitted by other users
 - The author of the film must have the ability to delete or flag comments as inappropriate
- Adding or “replying” to a film to improve accessibility [HIGHLY DESIRABLE]
 - The ability to add resources such as subtitles, an audio description soundtrack or a text transcript of the film that can be viewed alongside or downloaded separately from the film
 - The author of the film should be able to validate that the “replies” or additions to their films are representative
- Submitting uploaded films [DESIRABLE]
 - Flagging video to the site’s current competitions, or flagging it for mentor feedback as appropriate
- Running competitions: [HIGHLY DESIRABLE]

- Allowing users to submit their films to the site editor and/or community for a time or goal based competition
- FAQs [MANDATORY]
 - Core FAQs on uploading as designed and delivered by Screen South
- Front page of SHOW section with user-based dynamic content, e.g.
 - Latest uploads [MANDATORY]
 - Theme collections [DESIRABLE]
 - Highest rated [MANDATORY]
 - Competition winners [DESIRABLE]
 - Mentor discussed/feedback [MANDATORY]
- Links to related films (via tagging or user suggestion) [DESIRABLE]

In the future releases of the SHOW function, additional resources such as live mash ups, the ability to download films to keep and other advanced functions will ideally be added. The SHOW function will also be added to by Screen South (e.g. award winning films) as the content is created by Screen South and/or key partners.

6.0 Brief Four – COMMUNICATE Functionality

6.1 Aim

To enable the users of the site to more fully interact with the LEARN and SHOW functions of the site as well as other users. To be the fabric that ties the two core activities on the site together and helps them to grow.

6.2 Target Audiences

Young people between the ages of 14-19, particularly those with disabilities. The carers, teachers, social workers etc. that work with these young people. Screen South/Youth Screens moderators, mentors and industry figures.

6.3 Functions

To make the site's functions and journeys as rich and engaging as possible at every level – enabling a user generated content site that educates, informs and inspires and inspires young people to create their own films.

Screen South require the COMMUNICATE aspect of the website to be fully integrated with the LEARN AND SHOW functions, supporting the activity in this area at all levels. The COMMUNICATE function should primarily build and foster the supportive peer-to-peer approach and personality of the overall Youth Screens programme.

We are looking to the agency to offer innovative ways of delivering the COMMUNICATE element of the site, being led by best practice in social networking and finding or building a solution that fits our usability and accessibility requirements (at least WAI-AA compliant and close to AAA compliant).

6.4 Information Architecture

The COMMUNICATE function should be at the core of the whole site's functionality rather than a separate element. The communicate functions should be clear and easy to use, with the various ways to communicate being available across the Youth Screens platform. They may follow web conventions that our target audiences are familiar with such as those on Facebook, Bebo and YouTube. The architecture of the COMMUNICATE function must support and enhance the LEARN and SHOW briefs at all times.

6.5 Core Functionality

In addition to core communication and interaction tools detailed in the above briefs, the COMMUNICATE function should have the following tools available to registered users, detailed whether mandatory or desirable in the first phase:

- Tagging **[MANDATORY]**
 - Users and moderators should be able to tag content in the typical free form manner to highlight their content or subjects
 - Users should also be steered to tag their profiles and/or content with a set of pre-determined options (e.g. disability or access need, so that a film that has sign language can be found by other users, or by location so that a user can find people to work with in their region)
- Rating and comments on: **[MANDATORY]**
 - Films in the SHOW section
 - LEARN modules
 - Events or questions
- Discussion boards **[MANDATORY]**
 - Subject led discussion boards for peer-to-peer knowledge exchange
 - The ability to use threads and replies with standard discussion structures
 - Included within searches to lead users to helpful comments
 - The ability to tag discussions or content to flag it to boards
- FAQs **[HIGHLY DESIRABLE]**
 - The ability to add questions to be considered for the Youth Screens core FAQs sections

- Mentor/Advisor contact and resources **[MANDATORY]**
 - Experienced mentors or advisors (pre-approved by Screen South) should be searchable by users (either young people and/or their teachers or support workers)
 - These “mentor users” should be manageable securely through the CMS so that they are approved by Screen South
 - People who want to be mentors should be able to contact the relevant person through the site and sent a secure link once approved
 - The design must allow for inclusion of a database of people searchable by name, skills/competency (e.g. cinematography) etc. This database will be used by administrators and mentors as well as users (in a more limited form) who are looking for people to collaborate with

- Newsletter/Alerts **[MANDATORY]**
 - As an alternative to RSS, email newsletter and regular email alerts/summaries should be provided.
 - Email Alerts and newsletters will allow regular and timely editorial comment along with a summary of changes and invites a call to action.
 - In each case visitors must be allowed to select tags or categories of information that they wish to be alerted on.
 - Providers of the content management solutions must provide and integrated authoring tool for the creation of alerts and newsletters, the management of subscriptions and the sending of the communications.

- Events **[MANDATORY]**
 - A section or function that Youth Screens can advertise live events on – either through landing page(s) or an events space **[MANDATORY]**
 - Giving users the ability to add their own screenings or workshops and submit them for approval by site/community moderator(s) **[DESIRABLE]**

- Different viewing options that are calendar based such as view by month and a year planner [DESIRABLE]
- Registration for alerts/reminders of certain events via the web or by email must also be considered [DESIRABLE]
- Programme Information [MANDATORY]
 - There should be an “About Youth Screens” page(s) that details the programme for users and partner organisations
 - Content will be provided by Screen South, but should be clear, uncluttered and have links to further information such as the Accentuate website and/or other initiatives which may have relevance to users.
- Blogs/profile pages with authoring ability [DESIRABLE]
 - If users that are making films are able to chart their own progress, including stills, scripts and production diaries (in PDF, doc and txt forms), these should be available as additional LEARN resources/case studies for other users

Future releases of the COMMUNICATE functions should users reflect a need for them could include instant messaging and an in-site mail function as well as live workshop streaming etc. The ability to develop a tool for inviting and capturing dynamic feedback from users as they progress through the learning journey and interact with the live and virtual programmes would be an aspiration for later phases.

7.0 Brief Five – CONTENT MANAGEMENT SYSTEM

Below is a list of features that are required to satisfy our requirements for a content management system. As detailed above, the system must be flexible to allow for scalability of the site's core functions at the same time as being both usable and accessible. Any proprietary software used must be penetrable to open source and/or other commercial plug-ins and add-ins as well as working with HTML for reporting purposes. A major goal is for the CMS to be usable by staff at Youth Screens. Requirements for the CMS are detailed below.

Platform and Technical Requirements [MANDATORY]

There is no current technical environment for a CMS, the most cost effective and flexible way of running this should be developed by the agency in consultation with Screen South.

We are open to proposals for content management systems but we do not consider there is a need for bespoke system. We are prepared to consider other options for hosting, support and maintenance and details should be included as part of your response.

Feature Rich Authoring [MANDATORY]

The CMS authoring tools must provide an easy to use interface that allows content authors to publish text, images, video, documents, audio and other multimedia formats while preserving usability, XHTML/CSS and at least WAI-AA compliant and close to AAA standard.

The CMS should support single-sourcing (AKA content re-use) allowing pages, text, documents, images and other media to be stored once and referenced/included in many content items.

Authors must not be required to use HTML (or other technical knowledge) when creating pages.

The CMS must support Blogs, Galleries and FAQs as detailed in the LEARN, SHOW and COMMUNICATE briefs above.

Navigation and Information Architecture [MANDATORY]

The CMS should support human readable permanent links ('permalink's) and search engine friendly URLs.

Authors may create many cross-links between pages, and these must be stable against restructuring.

Users must be provided with consistent, comprehensive and usable navigation aids.

The CMS must support the automatic creation and management of human readable site maps and Google (XML) site maps and other formats.

Styles and Templates [MANDATORY]

Separation of content and presentation is critical to allow the publishing of information in multiple forms.

Styles and Templates should be extensible and include support to publish for different devices e.g. Screen, Printer Friendly Pages, PDF, Mobile Devices, etc.

The final appearance should be controlled through the use of style-sheets. This provides flexibility and expandability.

Overall page layout should be specified via templates. Ideally, a non-technical interface should provide add/modify/delete capabilities.

User Rights and Roles [MANDATORY]

The CMS will have many simultaneous users with different privileges. Features such as record locking must ensure that clashing changes are prevented.

A minimum of four distinct roles/groups should be supported namely:

- Administrator i.e. the Technical Webmaster / Superuser
- Manager – may approve or reject content additions or modifications within a defined scope
- Author - generates new content or edits existing content for areas s/he has access to (for the likes of youth group leaders or designated mentors)
- User – is granted read only access to extranet secured pages and downloads (for users who have become community leaders and

Users may be a member of one or more roles/groups.

A flexible authentication system is required such that users may use their existing network user names and passwords to access the CMS. User authentication via relevant networking protocols or databases is required.

Work flow and User Alerts [MANDATORY]

Managers and authors should be alerted by email to approve or be aware of approval of items assigned to them.

The CMS must support a powerful work-flow model that can be easily customised, and is resilient against organisational change.

Version Control and Roll-back [MANDATORY]

Strict version control is necessary for legal accountability, backup and disaster recovery. A simple but powerful interface must be provided for these features.

Content Aggregation [HIGHLY DESIRABLE]

The CMS must provide a mechanism to consume, aggregate, style and re-publish:

- RSS feeds from external sources
- Data from structured data sources such as databases, XML documents and other sources must be importable and publishable by non technical users

Web Standards and Accessibility [MANDATORY]

As detailed in the site-wide overview above, all published pages must be at the highest standard of usability and accessibility. All web pages should at a minimum stringently conform to the guidelines set out in Appendix 2, ensuring the site is at least WAI-AA compliant and close to AAA compliant. Your proposal will need to detail the steps you'll take to ensure the website conforms to these accessibility guidelines.

Highly accessible websites often see a reduction in their accessibility over time – your proposal will additionally need to highlight the accessibility features within your content management system and how the system won't allow inaccessible content to be published.

All administration and content authoring tools must operate in Internet Explorer 6,7 and Firefox 2,3 on Windows PCs.

Published pages must be viewable in all major web browsers i.e.:

- Internet Explorer 6,7 / Firefox2,3 / Safari 2,3 on Windows XP
- Firefox 2,3 / Safari 2,3 on Mac OSX.

Audit Trail and Management Reports [MANDATORY]

The system should keep a complete audit trail of each object in the system including a complete change log giving dates, times, author details, extent of change, etc.

Management Reports should include:

- User Activity
- Recently Added/Modified/Deleted content
- Analytics (if not provided by other tools) including login activity and activity/path analysis of extranet users, most popular document downloads, etc.

Configuration, Monitoring and Administration [MANDATORY]

The System Administration and Authoring interfaces must be easy to use and include clear navigation and search mechanisms.

All administrative tasks such as user management, backup, archival, restore, etc should be provided by an easy to use user interface.

The CMS must provide an extensive range of reports for administrators. Ideally, the system should pro-actively report on any issues that arise.

Support for customised reporting will also be required. The website must have inbuilt monitoring and tracking capabilities in order to aid the measuring of agreed outputs with stakeholders on an on-going basis.

The system must allow issues by users to be logged in work flow system such that system administrators can report on and resolve issues reported.

Reports for general maintenance activities such as broken links, missing images, WAI and web standards compliance should be available.

Content Archiving [MANDATORY]

Published items must be capable of being archived.

Archived material may (if explicitly requested) form part of the website search results.

It must also be possible to archive and retain an entire website such that it is preserved at a point in time for future reference.

Content Scheduling [DESIRABLE]

The CMS should support the publishing of information at a scheduled time e.g. at midnight, over a weekend or public holiday, etc.

Easy to Use [MANDATORY]

The CMS interface must be easy to use for non technical PC and Mac users.

Comprehensive on-line help and FAQs should be available to users

Meta Data Management [MANDATORY]

The CMS must support a clear meta-data standard.

All pages must provide sufficient meta-data to allow effective indexing and searching.

Security [MANDATORY]

All applications must be robustly secure.

The CMS must demonstrate that adequate security levels and audit trails must be in place to protect the integrity of the content.

The CMS must demonstrate that adequate security levels and audit trails must be in place to protect the integrity of the server environment including details on the handling of sessions, url/form overloading, SQL injection are prevented.

The CMS should optionally support SSL encryption of any public secure access/extranet functionality.

Details of a support and upgrade (patch management) procedures for the CMS system and any related underlying or supporting software or operating systems

must be provided. A road map/release plan should be provided to indicate all planned enhancements.

Details on the reporting, testing and release of bugs and enhancements to the CMS system should be outlined with regard assuring the security and stability of the CMS system.

Search (published website) **[MANDATORY]**

Simple keyword and advanced search facilities must be provided by the CMS. Archived items should (optionally) be included in search results.

Other Requirements **[MANDATORY]**

Training services and user manuals (appropriate to each of the user roles) must be provided for the CMS. Please state what is provided.

Clear procedures covering backup, recovery and contingency planning must be documented and demonstrated (see also Note 1 Hosting Requirements/Contingency Planning, below).

Other items such as Service Level Agreements, Warranty Periods, Support and Maintenance contracts, Installation and Consultancy requirements must be fully disclosed and understood.

The full financial costs broken down by year 1 and subsequent years including all fixed and per seat, set-up, consultancy, training, support, maintenance and 3rd party licensing costs where applicable should be fully disclosed at the outset.

Ongoing Support **[MANDATORY]**

We require details of a rolling maintenance and support contract to maintain and modify the site for three years. The maintenance and support period will start when delivery of the site and contractual acceptance has been agreed between the agency and Screen South.



Youth Screens Invitation to Tender

AN **ACCENTUATE** PROJECT



Appendices

Appendix 1 – User Centric Workshop Results

Below is an informal summary document from a one day workshop with users and web developers to look at the range of needs disabled filmmakers would like to see catered to in the Youth Screens website.

Agencies should note that the results of this workshop were analysed and prioritised by the Youth Screens team and are incorporated in the tender documents above.

Summary from Youth Screens Workshop

After reading all the material from the workshop the following ideas were reiterated throughout the day and formed the basis for our tender and the programme. The ideas and suggestions were quite varied and reflect the diverse needs that film makers have. It is not just 'one thing' they need, our challenge is to create a website that fulfils that.

Functionality and feel of website

- Personalisation is extremely important, in content, pathways through the site and accessibility.
- Building need and distribution for films made by people with a disability. Creating an audience is one of the top discussions from the workshop. Who will be the audience on the site; will it just be deaf and disabled filmmakers for deaf and disabled people? Many people mentioned that it is important to break down the barriers. In order to get people to come to the site that are not in that community
- Should use latest technologies to fulfil needs. 'The best of the web, best of film etc' Options for viewing media: do you want to watch for 200 mg etc or online editing systems.
- Building ways that people can collaborate and even build a competition around that.
- Tools to help encourage user participation such as a future wiki should be seriously considered. These will have to be seeded first of all in order not to start empty.
- Iterative approach. To the website design process and further site development. We should look at Agile methods, which are often used by software and web designers to manage design development.

- Learning about different parts of film making is important. We should see what other accessible sites have to offer and then choose what we are going to do our selves and what we are going to sign post to.
- Architecture and navigation must have same fundamentals from first site onwards so that if the site grows and changes the user can still follow the same intuitive design and layout.
- People must be able pause, bookmark, keep information in whatever form. Whether this is bookmarking tool, cut and paste text' shopping trolley' so you don't have to keep scrolling through pages. This can also be a learning opportunity so if you like a filmmaker you can 'track back' through all their information to see how they did it.
- Not sure if it exists but it would be great to be able to 'pause a page' so that next time you go back on the site it saves all your details i.e. logging back in lets the user pick up exactly where they left off e.g. reading someone else's profile, a specific point there were at viewing a film, etc.
- We need to have a transparent way of communicating with participants so that we can address their continuing needs and build more ownership into programme.
- An interactive map, mapping equipment hire companies in the region.
- A place for crew to register?
- Access to funding internally and externally. This needs to be updated regularly.
- Website has to connect and interact with other accessible software and hardware.
- Language is simple and relevant but not condescending. There is debate about how much jargon to use as it could be a barrier but if people want to continue into the industry they need to understand jargon in order to make a living.
- As the region is spread out and local groups do not often meet, Youth screens can facilitate that by allowing them to have a page, with links to their films and what they offer and a way of them pooling information and resources.
- Have some form of sign in and membership to allow people to build a profile and information.

- Could be a creative studio and a place to work. So that people are not coming to a site but a studio, their page could be a desk, with saved material on it. Tools etc.
- The site should support, and not help the young people.
- It needs to be peer to peer led rather than an adult voice.
- There should be a place for teachers and careers to go to learn how to use the site.
- There is debate about colours but it is important to have ones that are accessible but that colour is important for feeding creativity and a contemporary look. The idea maybe for the site to be able to be customised.
- To have an area with work in progress on it. This is dependent on bandwidth as there will be a lot of material, also would this have to be moderated for it to be appropriate?
- E4 site has been referenced as a good example and better than BBC. It has great functionality but also appeals to a younger audience. We need to ensure that young people will want to use it, because it is contemporary and has status. This will make it relevant and different from other 'community or disability sites'.
- Simple design interface, minimalist but not child like. It should flow, like an iphone, Mac etc.
- Human element should not be forgotten.
- Could the site be about overcoming challenges rather than disabilities? Looking at what is stopping people from being able to make films whatever their background or disability? That way it would be opened up to other users if it did not have a disabled tag? This would stop the separate isolated feeling.
- We should maybe say that we are working on being the most accessible website and are striving for the best. Rather than 'we are the most'. This way people can contribute ideas and suggestions to make it better and better all the time.

Web and Activity Ideas

- Routes into industry. People work with people that they have used before and like. So YS could broker that first opportunity to get people to work on

set by partnering etc. Mentoring was something that was discussed on several tables as an important way to transition.

- Seeding work on other sites so it does not have the 'disability badge' so people will view it just because it is great content. People are filmmakers first and disabled second?
- Creating an initial 'spark' to get people into making films is important. Inspiration and encourage was discussed at great length by different groups at the workshop. The barrier to entry on these needs to be very low. One idea from a table was to, using a very simple editing tool, re arrange a famous scene of a film or put a different sound track on it. This could be sent round as a viral and once people have submitted their new scene they can be invited on to doing a 30 second short via web cam etc? Then move on up to the next competition.
- Could we work with 104 films for them to recruit one person from Youth screens for their next shorts programme? Could we bring BAFTA on in order to showcase films, so a great benefit for youth screens and 104 films?
- Even though we are working with younger people we should sit in the industry to legitimise, professionalise programme and make transition and access easier for those moving up rather than being a 'grassroots programme sitting in the community. This will also address the flow of latest film making and technology developments and feed the information to organisations like City eye etc to keep them up to date with what is happening. This will help shape the brand and language that the site will use.
- With possible workshops, we could have an on demand basis so when 5 people sign up in an area for editing workshop we can then put one on in that area with a local film making organisation that specialises.

Overview of Screen South led consultations with young people

Screen South specifically worked with 6 groups to develop Youth Screens since May 2008. All contributed to shaping every element of the Youth Screens delivery programme, as well as informing us about what young people want.

In addition to direct engagement to discuss Youth Screens, Screen South has been gathering opinions and suggestions of young people involved in Summerscreen activities around the region since 2001. These annual events – in Kent, Oxford and Portsmouth prove extremely popular year on year with young people wanting more film related activity and greater involvement in running the events. In response to this, each Summerscreen will feature a steering group of young people who help plan the programme.

Oxford Young Carers, 3yp, aged 13-17, March 08 Geron Swann from OFVM, a Screen South Community Network Partner

Below is an extract from an email from Geron after consulting with young people following Summerscreen in Oxford:

“In Summerscreen 2007 we worked with a group of young carers as part of the BBC mini movie workshops and following the festival one of the participants (Cara who is 15 years old) approached us, with the support of her school, to see if we would give her a work placement at OFVM for 1 day per week. For 3 months she worked on a 'Hip Hop' film and then took a lead role in the production of a pilot project called 'Cool Carers', an eight minute documentary about young people's experience of caring which is shortly to be premiered in Oxford. The screening will be run by the young people themselves and followed by discussion about the issues raised. It will then be taken around schools and youth clubs as part of a campaign to raise awareness of the extent of caring by young people in Oxford area. These are exactly the sort of projects young people are keen to engage on in here in Oxford and which we would like to develop.”

Below is an excerpt from Cara's letter:

“I want the opportunity and to share it with other carers, to develop myself and at the same time produce a film to raise awareness of issues of young carers in Oxford City. So professionals and other kids know what the issues are for young carers and that we have a voice, straight from us, our mouths. Having learnt to co-ordinate others on a mini movie, I would very much like to add to my skills and help others do the same. I would really want this to happen and go ahead for young carers. It could make a big difference in young carer's lives.

Yours Sincerely,

Cara”

We had an opportunity to work with Kidnet and Kent County Council on an Olympic themed project, which was also extremely successful, engaging a local school, a special school and the Kent Youth Council. None of the young people involved had had the chance before to make films and all involved were very keen for further opportunities. Three Kidnet films were made and all the projects were youth led – conceived of and filmed by the young people.

Our core activity is to give out lottery money as part of the Regional Investment Fund for England. Our budget for Education is only £20,000 for the whole South East Region and each year we typically get around 40 applications for more than £250,000 of funds requested for either young peoples film festivals or film education activities. Screen South have had to turn down many very worthwhile and well programmed activities and events which we would really like to support due to our small budget and the large demand. In addition, we fund four Community Network Partners around the South East, all of which would like to expand their film activities to meet the demand. Young people from Southampton were consulted by David White of City-Eye, our Community Network Partner, in March 08 and all said they had loved their experience of working with film and wanted more.

It is in response to the huge desire for more film related live and virtual activity that Screen South decided to make an application to the Big Lottery Young People Fund 2 Local.

Specific Youth Screens Consultations began in May 2008 in preparation of the Outline Proposal.

Slough, Arbour Vale Special School, 20yp, aged 10-15
Alison Dilnutt from Screen South

This was part of wider consultation as part of the development of the Accentuate programme. with film being one element of the offer. The consultation was a whole day with the young people.

Two of the young people I sat with who were both wheelchair users made lots of suggestions. As transport and logistics were a problem for them, they really wanted a film related website that they could log onto to feel part of network of young filmmakers. They were keen just to meet other young people who liked film, not to be segregated because they had a disability and saw a website where they could blog, share ideas, reviews and chat in forums about films as a way of making social contact. However, coming together and being part of live events was also very important as apart from school, there were few opportunities for them to meet with friends or make new friends. They saw film as a great way to tell their stories and share their ideas:

“For me, people seeing what I can do on film means that I can share my ideas. I have a lot of ideas.”

"I come alive when I am making animations or drawing.. as they (the characters come alive) so do I."

This initial consultation really formed the beginning of the development of Youth Screens as a network across the SE offering programme activity through a website and local events. This consultation and those carried out for Summerscreen, Kidnet and with Network Partners formed the basis for the Outline Proposal.

In preparation for the full application to Young People Fund 2 Local Screen South carried out a further 4 consultations and young people from Folkestone Academy presented a summary of what they wanted from Youth Screens to the Screen South Board of Directors in January 2009:

The first three consultations were focused on the content of the website and the activities that the young people wanted from Youth Screens:

Portsmouth Exclusion Group, 15yp, aged 14-16 December 08

Portsmouth young people told us it was important for Board members and senior decision makers to visit youth projects to ask their opinions because what they decide "will come back to us". One young man said, logically, "If they (Screen South) do something we don't want, no-one will do it and it'll be a waste of money".

Hastings, Project Art Works, a visual arts organisation, 4 learning disabled young people, aged 18-24.

First Consultation: Tuesday 23rd September 2008

Project Art Works is an artist-led visual arts organisation based in Hastings that helps young people and adults with learning disabilities to express themselves through making art. Project Art Works looks for new ways of working with people who have complex or higher support needs, including people on the autistic spectrum. At Project Art Works, film is used across their programme of activities, as both a creative learning tool and as well as a medium through which environments are created to stimulate those with sensory disabilities. Young people who visit Project Art Works work closely with a dedicated support worker and many have been involved in film related activities including making films for self-advocacy purposes.

Project co-ordinators are currently looking to form collaborations in order to support young filmmakers by obtaining adapted cameras and specialised editing software.

Dominic, Charlie, David and Paul.

- **What kind of films do you like to make?**

- Public information films, animation, fantasy.
 - Participants showed me a selection of some films that they have made, they had taken turns at writing scripts, making costumes, filming and editing.
- **Examples of websites that the group like to visit and find easy to access:**
 - Facebook, because it includes images, the ability to text others, messaging, icons and symbols that you can send to other people, and sound,
 - Public Information Films,
 - Harry Potter site, because it contains images, photographs and films,
 - You Tube, because of the excellent mixture of sound and image
- **Would you use a website that is designed to help you to make films, and share them with other people?**
 - It's a good idea for being able to share films and get advice from professionals
- **Do you think this idea is exciting?**
 - Yes, it had a tick and a smiley face on the black board!
- **If Sussex / Hastings had its own homepage on the website, how do you think it should look / what do you think should be on it?**
 - Images that are specific to Hastings such as the seaside, fishing boats and huts, seagulls, beach huts.
 - Photographs, a film or animation that YP have made as a guide to the area.
 - Plenty of sound and noise – this is particularly important for those using the site who have visual impairments.
 - Information about YP living in the area, information about the different service providers who work with YP (such as Project Art Works, Art People etc)
- **Would you like to help to run this page?**

- Yes, but the YP feel that they would need to be supported to use the website and also to become part of a management team to help run the Sussex home page.
 - They would like us to alert the other service providers where they each spend time during the week, and to train representatives from the SPs about using the site so that they can better support the YP to use it.
 - Adults at Project Art Works felt that it would be helpful if Screen South could build links with the other SPs and form hubs through which to roll out the project and gather ideas for updating the home page regularly.
- **What kind of film events would you like to have locally?(e.g.: live events where you can meet other YP, film festivals, workshops, giant screens to show your films on, competitions)**
 - The YP were keen on the idea of showing their films on large screens in public places where passers-by would be able to see them.
 - They were also very proud of the films that they have recently finished making and so they were keen on the idea of competitions that they could enter, and to have the winning films shown on the Youth Screens website. Although they did feel that all entrants should be able to show their films on the website, not just the winners.
 - **Do you have any other ideas than you think would make this better?**
 - The YP felt it was very important that they were supported to make use of the site. Their individual support workers would need to be made familiar with the Youth Screens site in order to encourage and support its use.

**Consultation with young people at Folkestone Academy
Wednesday 24th September 2008**

All four students are taking the Interactive Media BTEC ND course and are working on either module 2 or 3 at the moment. The course includes film, photography, web design, digital graphics and stop motion animation.

Nick and Amy, Year 13, Cade and Jessica, Year 11

- **What kind of films do you like to make?**
 - Horror, comedy (Cineclub entry was a silent comedy paying homage to Laurel and Hardy), Classics and fantasy, documentaries about the local area (The purpose of Folkestone Harbour was their last project in Year 12).

- **What websites do you like to use?**
 - You Tube, because it is easy to navigate and searching for things is simple. It's also easy to upload your own work, and it allows you to make and personalise your own pages.
 - BBC and Sky news, because they are easy to understand.

- **Would you use a website that is designed to help you to make films, and share them with other people?**
 - Yes, it's a good idea; it would be a good way to express your ideas and to ask for help from other people. But it would be quite hard to set up!

- **If we were to produce a film related website for YP, what would you want to see on it?**
 - Demos that show us how to use editing software and other post-production tools
 - Motion graphics
 - A facility that actually shows you the actions to take when using a new piece of software, what your progress should look like if you are doing it correctly, what to click on.

- **Would you like to use the website to link with YP in other countries and perhaps make films with them online?**
 - There could be an international front page (although language might be an issue). We could collaborate over making films
 - Young people in 2 different countries could shoot different parts of a film and bring it together online

- **If Kent had its own homepage on the website, how do you think it should look / what do you think should be on it?**

- A blog to connect with other users
 - A map of the local area that the page covers, with a list of towns and the films available for viewing online from each town – each film should include an explanation of how it was made
 - The page shouldn't be too packed
 - The homepage should have a logo
 - There should be a competition zone with voting buttons
 - There could be tutorials available, such as using software like After Effects and Photoshop.
 - A 'latest location' look out – giving details of where films could be shot in the area, and examples of footage previously shot there
 - Video posts
 - Information about health and safety when filming
 - Legal info, such as copyright and intellectual property
- **Would you like to help to run this page?**
 - It would be a good chance to socialise with the other young people that are helping to run the page
 - A group could get together each month to talk about the page, and keep in touch online in between
 - The activity would need to be overseen by Screen South
- **What kind of film events would you like to have in Folkestone / Kent (e.g.: live events where you can meet other YP, film festivals, workshops, giant screens to show your films on, competitions)**
 - Workshops where we can share our skills
 - Public video screenings, every 3 months
 - Summer events and big screens
 - Events where media departments from different schools can come together to share their work
 - Prizes for competitions, like kit and work experience
 - Oscar ceremonies, invite major professionals and directors to come along and watch out films
 - Competition categories could be: most inspirational film, special effects, best story/script
- **Do you have any other ideas than you think would make this better?**

- The website should include a list of names of people who are interested in crewing for others, to get work experience for example. So if somebody is planning to come to Kent to make a film, they could look at the site and find out who is interested in helping out, who has useful skills etc. This would be good volunteering experience for our CVs.

Second Consultation with young people at Project Artworks, 16/12/08

The consultation was carried out using Makaton and Rebus augmentative communication methods, which uses specially made black and white signs, and also with the help of a speech therapist and signer.

Cherry, David, Paul and Darryl

Key Outcomes:

1. Young adults with complex support needs can benefit from engaging with film activities, but in very different ways.
2. Those with more challenging communication and physical needs benefit from watching film on large screens
3. The young adults become far more captivated by film that feature themselves, their friends and familiar environments and objects
4. All of the young adults prefer to work in groups rather than individually, and in particular with friends already known to them
5. Film can be used to transform whole environments for the benefit of those with sensory disabilities
6. For young people and adults with cognitive learning needs to participate in the Youth Screens project, support would be needed at all levels (from adapted software for involvement with the web and filmmaking elements to support communicating in a group with other young people).

Second Consultation with young people from Folkestone Academy, Interactive Media Btec ND, aged 15-17. 13/01/09

Led by Linda James, board member at Screen South, who discussed with young people how they thought they could get involved in an arts organisation and help steer and advise on services. The consultation formed the basis for their presentation to the Board of Directors on 28/01/09 in which they made recommendations that directly led to us further developing Youth Screens. Below is the presentation they made:

- **Young People would like the chance to run their own film festivals, live events and local Youth Screens webpage.**
HOW CAN SCREEN SOUTH HELP? (Nick)
 - By setting up Youth Screens 'councils' of between 6-8 members meeting fortnightly to think up and organise activities with adults to help make it happen.
 - By members of the 'council' each getting the chance to lead on an activity or project they are passionate or excited about.
 - By members pitching ideas and voting on what local projects they want to run.

- **Young people need good communication about events and activities happening locally.**
HOW CAN SCREEN SOUTH HELP? (Natalie)
 - By setting up a 'membership subscription' to the Youth Screens website whereby we can receive information over the internet/e-mail.
 - By regularly updating the Youth Screens website on other Youth Screens activities around the region.
 - By passing on information to the local 'councils' about national strategies and opportunities via regular meetings.

- **Young People need access to free kit, computers and adult support to help them be creative without clashing with school work and commitments. (Nick)**
HOW CAN SCREEN SOUTH HELP?
 - By setting up a Youth Screens network using schools and libraries to ensure that opportunities are open to everyone, all year round.
 - By making sure there is one dedicated adult to give support to each 'council' and make sure it is run fairly.

- **Young people want to learn about and be inspired by the work 'environment' in the film industry and all the different jobs that are available. (Natalie)**
HOW CAN SCREEN SOUTH HELP?

- By arranging regular talks by industry professionals, visits to studios and film sets, work experience and industry mentoring for members of Youth Screens
 - By each 'council' choosing a different career each term and running workshops, visits and talks about that job.
 - By developing an area on the Youth Screens website focusing on different careers available with interviews and typical 'day in the life' stories.
- **Young People would like to come up with ideas for Screen South's Youth Strategy and decide how to put them into practice. (Amy)**
HOW CAN SCREEN SOUTH HELP?
 - By inviting volunteers to form 10 local Youth Screens 'councils' to meet regularly and democratically come up with ideas for the website and activities.
 - By creating a Regional Advisory Panel (RAP) made up of voted members of the local 'councils' who report to the Board or attend Board meetings every 3 months.
 - By giving the RAP the chance to suggest ideas to put into the Screen South Business Plan for young people based on what the local groups tell them they want and need.
- **Young people want to have opportunities to plan and take part in Screen South activities locally. (Tom)**
HOW CAN SCREEN SOUTH HELP?
 - By giving local young people access to kit, space and adult support to plan and put on exciting activities that capture our sense of adventure.
 - By encouraging the local 'council' involves other young people through video casts, pod casts and live pod casts on the Youth Screens website to get as many people involved as possible.
 - By asking the RAP to plan an annual regional showcasing event for all the work young people in the South East have done through Youth Screens which should be open to all.
- **Young people need support from Screen South to fulfill their creative, technical and career aspirations. (Amy)**
HOW CAN SCREEN SOUTH HELP?

- By setting up the Youth Screens website with free software, toolkits and advice on new software and support from other young people sharing skills.
- By giving Youth Screens members access to new and exciting technologies and applications.
- By arranging access to industry professionals to meet, talk to and inspire Youth Screens members.

Altogether Screen South have consulted widely across the South East and hear the same messages time and time again.

That young people need free access to kit, technical support, opportunities to share their work in a sociable way and a chance to have a voice.

Appendix 2 – Accessibility guidelines

The website must conform to the following guidelines, both at launch and over time. Your content management system will therefore need to support all of these guidelines. We believe that by conforming to these guidelines the site will be at least WAI-AA compliant and close to AAA compliant.

Images

- Information images have ALT text that conveys the exact same level of information as the image
- Decorative images have null ALT text (alt="") or are background images
- Text isn't embedded within images (unless absolutely necessary)
- Text equivalents provided for complex images (e.g. through the longdesc attribute)
- Links aren't made up solely of decorative images (i.e. decorative image has null ALT attribute and is combined with adjacent text into one link)

Text size & customisation

- All text is resizable in Internet Explorer (i.e. specified with a relative unit)
- All text remains legible & visible when resized
- Text is at least 8pt in size

Headings

- Every page has one heading level one
- All sections of the page have their own heading (if there isn't one than an invisible heading should be inserted)
- Headings are correctly nested (i.e. h1, h2, h3)
- All headings are labelled as headings within the code
- Headings visually stand out from regular text (e.g. they're at least two point sizes larger than regular text, have plenty of white space above and below and ideally use a different colour to regular text)

Lists

- Every single list is labelled as a list within the HTML
- Lists are correctly nested to represent their hierarchy

Links

- Link text makes sense out of context
- A focus state is provided for all links so each link is highlighted when users tab on to them
- Links utilise a bright colour so they stand out from non-link text

- Link area employs the widest possible area (e.g. the clickable area for links within a fixed-width column spans the full column width)
- A hover effect is provided for all links

Forms

- Every form field has a label next to it (if there isn't one visible then an invisible label should be inserted e.g. for DOB fields)
- Form labels should be correctly positioned – immediately before form fields except for radio buttons and checkboxes when they should come after
- Labels should be assigned to form items using the label for and id attributes
- All forms should utilise server-side validation that provides a summary of errors at the top of the page and an explanatory error message immediately preceding each item with an error
- Form items don't cause an auto-redirect/refresh (i.e. a Go button or JavaScript should be used)

HTML code

- All on-page items are correctly marked up in HTML (e.g. <p> for paragraphs, <blockquote> for quotes)
- Content is placed in logical order within the HTML so related items aren't split up
- Skip to main content link provided (this should also appear when tabbed on to)
- CSS is used for all layout
- Table headers identified for data tables
- HTML validates
- Decorative items not marked up in HTML code (e.g. | should be inserted as a left/right border)

Design

- Sufficient colour contrast used – regular text should have a luminosity contrast ratio of at least 4.5:1 and heading text 3:1.
- Related items are in close proximity to each other (e.g. form labels should be adjacent to their associated form fields)

Content

- All page titles are descriptive as well as being short, succinct and front-loaded
- Instructions placed before the action (e.g. '* indicate required fields' should come at the top of the form)
- Sub-headings break up long chunks of text

- Users can pause, stop, adjust or turn off applications that automatically update, move or change content on a page (e.g. page refreshes, news tickers, scrolling text)
- Instructions don't rely on visual clues (e.g. don't say 'click on the green button')

Audio & video

- Text equivalents provided for audio (i.e. a written transcript)
- Time-based subtitles provided for video
- Visual changes in video also conveyed non-visually, ideally with a voice-over describing visual changes (if this isn't possible then a text equivalent of the entire video should be provided)
- Sound doesn't play automatically on pages

Flash

- Flash content is meaningful and gets read aloud properly and in a logical order to screen reader users
- Flash content is fully accessible via the keyboard (i.e. all functionality can be used with just the keyboard, a focus state is provided for all buttons and there's a logical tabbing order)

JavaScript & AJAX

- All functions work with JavaScript disabled
- On-the-page JavaScript changes take place below the action
- JavaScript / AJAX isn't mouse dependent (i.e. it's fully keyboard accessible)