Invitation to Quote

Development and delivery of a bathing water quality app and content management system

February 2019

This is an invitation to provide a quote for the provision of a bathing water quality app and CMS which must be ready to launch in June 2019 at the start of the Bathing Water Season 2019.

1. Instructions and contact information

This is an invitation to provide a proposal for the development of an app and CMS to support the delivery of the EU SWIM Project objectives to primarily inform users of the bathing water quality at 9 designated EU SWIM beaches north and south of the border.

If you wish to provide a quote, you will be asked to deliver a presentation outlining your proposal to an Assessment Panel taking place during the week commencing 18 March 2019.

Each presenter will be given a timeslot of 45 minutes. This is made up of a maximum of 30 minutes to deliver the presentation and 15 minutes for questions.

An emailed copy of the completed tender should be sent to
debra.castles@keepnorthernirelandbeautiful.org
by noon Thursday 7th March 2019

and a hard copy should be addressed:

Confidential Tender Documentation – Do not open
Mrs Debra Castles
EU SWIM Project
Keep Northern Ireland Beautiful
Bridge House
2 Paulett Avenue
Belfast
BT5 4HD

Telephone: 028 9073 6924

If you have any questions about this document please contact Debra Castles.

Prices contained within the proposal must be exclusive of VAT and be in Pounds sterling/Euros (according to your locality) and must include ALL agency fees.

All budget must be spent and invoicing completed by the end of March 2020.

EU SWIM Project:

General information about the EU SWIM Project can be found at:

- Website: https://swimproject.eu/
- Facebook: www.facebook.com/EUSWIMProject/
- Twitter: https://twitter.com/euswimproject

@euswimproject www.swimproject.eu

2. Specification of requirements

2.1 Overview

The EU SWIM project wishes to appoint an agency to develop and deliver an app and CMS to support the EU SWIM Project live bathing water quality updates. **The app must launch 1 June 2019.**

The app should be clearly EU SWIM project branded with the app pulling data periodically from the EU SWIM database which is hosted by a server at the lead partner site at the University College Dublin. An API will be provided to solely supply the prediction values for the 9 beaches.

The agency will be required to:

- Develop an app which will be downloadable for the beginning of the bathing water season 1st June 2019 and to an agreed budget
- Develop a CMS to enable app copy changes
- Provide a plan outlining key deliverables, a timeline and budget.
- Have a pilot period during May 2019 prior to roll out
- Obtain sign off and approval from EU SWIM project before work 'goes live'
- Appoint, be responsible for and be the liaison contact for any third party sub-contractors
- Meet the EU SWIM project staff when necessary throughout the contract period gaining appropriate approvals for work and provide contact reports detailing such meetings

2.2 App features

The app should have the following functionality/features:

Item	Description/notes
Live Water Quality Update	The 9 beaches to be featured on a map with guidance on water quality information: Excellent, Good, Sufficient, Poor, Advice against bathing
Event Organiser & Calendar notifications	Event organisers can notify EU SWIM about the events that they are organising linked to a calendar facility. Added and moderated by Keep Northern Ireland Beautiful.
Additional Information	Tidal forecast, 9 designated EU SWIM Project beach profiles + Blue Flag beach profiles, weather forecast
Contact us	Contact details for EU SWIM and also for funders and partner organisations

2.3 App name and identity

The development of the app name and identity will be the role of the appointed company to devise a complementary product which reflects the EU SWIM project branding (Appendix 1).   The funders logo for SEUPB and INTERREG VA, plus partner logos for Keep Northern Ireland Beautiful, Agri-Food and Biosciences Institute and University College Dublin logos will need to be incorporated with high visibility into the app.

2.4 Platforms

The app should be available from both an Android and iOS platform and all associated costs should be itemised and timelined for going live 1st June 2019 until the project ends in March 2020.

2.5 App social media integration

We would like the app to be integrated with the existing EU SWIM social media channels, facebook and twitter.

2.6 Content management system (CMS)

Once launched, EU SWIM staff will be responsible for keeping the app up-to-date by being able to:

- Edit copy and add new copy
- Add and remove images and documents

The proposal must include at least one training session for EU SWIM staff on the proposed CMS. Any ongoing costs associated with running the CMS should be stated.

2.7 Hosting

The quote must include any hosting costs for the life of the project June 2019 – March 2020. The funding for this project ends in March 2020.

2.8 Metrics

Success to be measured in terms of:

- Download figures
- Number of access times
- Increased social media engagement

2.9 Intellectual property

On completion of the app all intellectual property rights and coding of the app will pass to Keep Northern Ireland Beautiful.

2.10 Subcontractors

Where a group have come together to submit a response there must be a single nominated entity authorised to represent all members of the group. Details must be provided of all members of the group and their role and contact details. As a condition of award the successful contract shall be required to designate a single contact (the prime contractor). All parties must be N.Ireland / Republic of Ireland or UK based.

2.11 Pricing

All prices quoted must be all-inclusive and in sterling/euros and remain valid for the duration of the project.

2.12 Freedom of Information

Information provided during the process under the Freedom of Information Act 2014 and the European Communities (Access to Information on the Environment) Regulations 2007-2014 may be liable to be disclosed.

2.13 Conflict of Interest

Any conflict of interest or potential conflict of interest must be fully disclosed as soon as it becomes apparent.

2.14 Technical support

Respondents will be required to illustrate adequate staff levels with core competencies in:

- Systems analysis and design;
- Requirements capture;
- Pre-release testing;
- Disability and usability issues pertaining to the design and deployment of mobile applications
- Native iOS and Android app development
- System Integration Technologies

  With:
- CMS training for staff as required
- Ongoing development and technical support (including bug fixes and software updates)
- Recommendations and creative approaches for increasing the download, uptake, usage and sharing of the app

3. Background information

Bathing Water Quality

Bathing water users are vulnerable to harmful effects which can cause various conditions ranging from less serious to more serious including: ear, nose and throat and skin infections, gastroenteritis and hepatitis and e-coli.

A Bathing Water Directive 2006/7/EC came into effect at the end of the 2015 bathing water season, increasing the expected quality levels particularly relating to the coliform and streptococcal groups of bacteria. Water samples indicating Escherichia Coli and Intestinal Enterococci levels of below 250 EC and 100 IE respectively are considered to be Excellent and up to 500 EC and 200 IE are of a good or sufficient classification. Please view the link for bathing water classification notices used. We will require the 4 categories of Excellent, Good, Sufficient or Poor.
http://ec.europa.eu/environment/water/water-bathing/signs.htm

At present DAERA Marine and Fisheries Division responsibility is to ensure coastal waters are of a high enough quality for the general public to bathe in. DAERA updates the bathing water data every Monday during the bathing water season with retrospective data based on 20 water quality samples collected and analysed by DAERA Marine and Fisheries Division. Bathing Water Quality information is updated weekly during the bathing season and displayed in colour coded posters. These posters are circulated to all beach operators for public display.

In Northern Ireland there are 26 sites formally identified as popular bathing waters for regular testing. When bathing water quality fails to meet the standard the NI Environment Agency carries out a pollution investigation to identify the source of the contamination. Faecal pollution can arise from sewage outfalls, combined sewer overflows or from agricultural sources and dog excrement.

DAERA also monitors any rivers which run into the sea at beaches as pollution problems at beaches often arise from within river catchments.

In the Republic of Ireland the Environmental Protection Agency monitors the water quality of 142 bathing waters, identified under the Bathing Water Quality Regulations 2008. The EPA provides systems for the communication and management of bathing water data both for Local Authorities and to provide information to the public using their website www.beaches.ie and twitter account @EPABeaches during the bathing season.

EU SWIM Project

The SWIM Project is a cross-border research programme for developing a system for live bathing water monitoring. The lead partners are University College Dublin, Agri-Food Biosciences and Keep Northern Ireland Beautiful. It is an EU funded project under the INTERREG VA programme, managed by the Special EU Programme Body (SEUPB).

A system is being developed that will enable bathers to check the water quality of their chosen bathing spots live before they get into the water. The aim is to ultimately protect public health and improve communication to members of the public.

The SWIM Project will enable short-term pollution to be predicted through the development of a bathing water quality prediction model and informing the public through web updates, an app, text alerts and electronic signage installed at beach entrances. There are currently 9 designated SWIM beaches at Enniscrone (Co Sligo), Lady's Bay (Co Donegal), Castlerock (Co Antrim), Portrush - Curran (Co Antrim), Waterfoot (Co Antrim), Ballyholme (Co Down), Ballywalter (Co Down), Newcastle (Co Down) and Clogherhead (Co Louth).

Blue Flag Some of these beaches have a blue flag status and this project will complement and reinforce the standards that users expect when they visit these beaches to enjoy all they have to offer. The Blue Flag scheme for beaches and marinas is an international environmental quality programme administered in Northern Ireland by Keep Northern Ireland Beautiful. There are currently 9 beaches and 2 marinas which are entitled to fly the Blue Flag.

Seaside and Green Coast Awards The Seaside Award is a mark of quality management and clean water for beaches across the UK. The Green Coast Awards was developed through an INTERREG project and are still running in Northern Ireland, the Republic of Ireland and Wales for rural beaches with excellent water quality and community involvement.

The EU SWIM Project is match-funded by the Department for Agriculture, Environment and Rural Affairs (DAERA) in Northern Ireland and the Department of Housing, Planning and Local Government in Ireland.

3.2 EU SWIM legacy

The EU SWIM project funding ends in March 2020 and it will then become a legacy project. There is potential, subject to funding, to continue to provide live alerts on the selected beaches and to extent the app to more beaches around the island of Ireland.

3.5 Stakeholders & Users

Programme Advisory Group (PAG) – The Programme Advisory group represents local authority staff who manage the beaches being monitored to central government who oversee legislation and academic, and Non-governmental organisations. They should assist with the uptake of the app once launched.

- KNIB
- UCD
- AFBI
- SEUPB
- DAERA
- NI Water
- EPA
- Climate Action and Environment
- Waterways Ireland
- Irish Water
- Sligo County Council
- Donegal County Council
- Louth County Council
- Newry Mourne and Down District Council
- Causeway Coast and Glens Borough Council
- Ards and North Down Borough Council
- East Border Region
- Local Authority Waters Programme

Recreational Water Users

- Public and tourists (tourist information)
- Open Water swimming groups (Chunky Dunkers, Arcadia, Mooners @Ballyholme Bay)
- Surfing, Stand Up Paddle Boarding, Windsurfing, Wakeboarding, Blokarting, Sea kayaking, jet skiing and water skiing, diving, Coasteering
- Surf schools and suppliers (North Coast)
- Sailing, boating
- Foragers - Dulse gathering & Shellfish

Wider Stakeholders

- Environmental community groups

4. Terms of reference

The proposals will be evaluated as follows:

Area	Weighting
Value for money/pricing	30%
Ability of the proposal to meet the requirements to develop and deliver a app with CMS	40%
Technical capability and quality of past experience/case studies (2 case studies)	20%
Quality of presentation	10%
Total	100%

Each presentation/proposal will be judged using the above the criteria by a panel made up of a minimum of three people.

5. Budget and timeframe

5.1 The EU SWIM Project is seeking the itemised costs to complete this project to a high standard. Please outline the proposed indicative budget required. The project must be tested and ready to go live 1st June 2019.

All costs should be clearly itemised for each app development phase.

5.2 Timeline

Milestone	Date(s) 2019
Invitation to quote	21st February
Deadline for submission	7th March (noon)
Agencies invited to pitch	13th March
Agencies present pitch to Judging Panel	22nd March
Agency appointed & project initiation	w/c 25h March
App & CMS piloted	20th May
Go live	31stMay/1st June

6. Budget

An indicative budget of £10k has been assigned to this project. We require transparent pricing to deliver the project successfully.

7. Submitting a proposal

The proposal should include:

- A plan outlining key deliverables and timeline
- Proposed outline of app functionality
- Pricing structure and breakdown of costs
- Proposed content management system including benefits of using proposed system
- Past experience and case studies of developing apps and CMS (at least 2 case studies)
- Brief outline of team who will deliver the project
- A risk register for the project

Appendix 1 Basic Brand Guidelines

LOGO DEVELOPMENT

COLOURS

PANTONE 2707C
C25 M5 Y0 K0
R201 G225 B246

PANTONE 3015C
C100 M25 Y5 K25
R0 G110 B162

PANTONE 302C
C100 M25 Y5 K75
R0 G51 B78

Fonts

Gotham Bold

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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