

## **Annex A. Emails relating to the procurement process, requirement building and budget allocation.**

**From:** [Cadw]  
**Sent:** 16 October 2015 13:44  
**To:** [Cadw]  
**Subject:** App

Hi,  
have updated the app paper and rewritten the budget section following further information, please see pages 6 & 7.

Hopefully this clarifies our position.

If we don't speak before you leave, hope the conference goes well. Will get in touch Wednesday night to let you know outcome of awards.



~~App development  
options.docx~~

[contents of attachment below]

**To:** 1.Cadw

CC. Cadw

**From:** Cadw

Tel.

**Date:** 16 October 2015

### **APP DEVELOPMENT**

#### **Issue:**

To seek your advice to proceed with App Development through:

- a) Use of Bronze Labs to continue development of Cadw app,
- b) Use of structure developed by Culture Beacons, in partnership with National Museum Wales and Royal Commission on the Ancient and Historic Monuments Wales to trial existing app with Cadw content
- c) Trial of both a) and b) for 6 months for remainder of Financial Year, with testing/trialling to determine best value for money for continuation in future years

The budget of £5,000 has been approved as part of SF KS/1574/15 for *App development*, with an additional *Digital Content* budget also as part of SF KS/1574/15

#### **Timing:**

The Digital Interpretation (App) Project budget of £5,000 will be spent by March 20<sup>th</sup> 2016.

**Background:**

- 1) A trial app has been developed for prehistoric sites on Anglesey by Cadw. This app will provide a unique opportunity to fully investigate the potential of a multiplatform delivery system using multiple content delivery hardware options – i.e. NFC, i Beacons, QR codes, all through a single app.

Content would be delivered through push notification at arrival on site. Additional information would be delivered to users off-site as an incentive to visit, for promotions and events. A visitor could arrive at one heritage site and enjoy an audio tour, whilst another visitor could visit another site and enjoy a CGI recreation of a burial chamber and other visitor could visit a different heritage site and enjoy an i beacon 'quiz trail' – all delivered through a single app.

With further, small scale investment, the existing Anglesey app currently on trial could potentially be developed further to cover Wales in its entirety. The future scope to include Augmented Reality content and more advanced interactive content through games is all possible with the framework being generated.

- 2) Culture Beacon is a live and fully functioning platform, with established tours already in use at the National Slate Museum, National Roman Legion Museum, Nefyn community and Leicester Castle. The single App brings together multiple, heritage iBeacon tours in one place, so users only need to download the app once to access all Culture Beacon content for any site, enabling site managers and content developers to easily develop new content and publish it to an already engaged audience, with no need for them to return to an app store.

The platform is flexible enough to adapt to any interpretation plan, and has the graphical flexibility to ensure all content conforms to established branding or design principals.

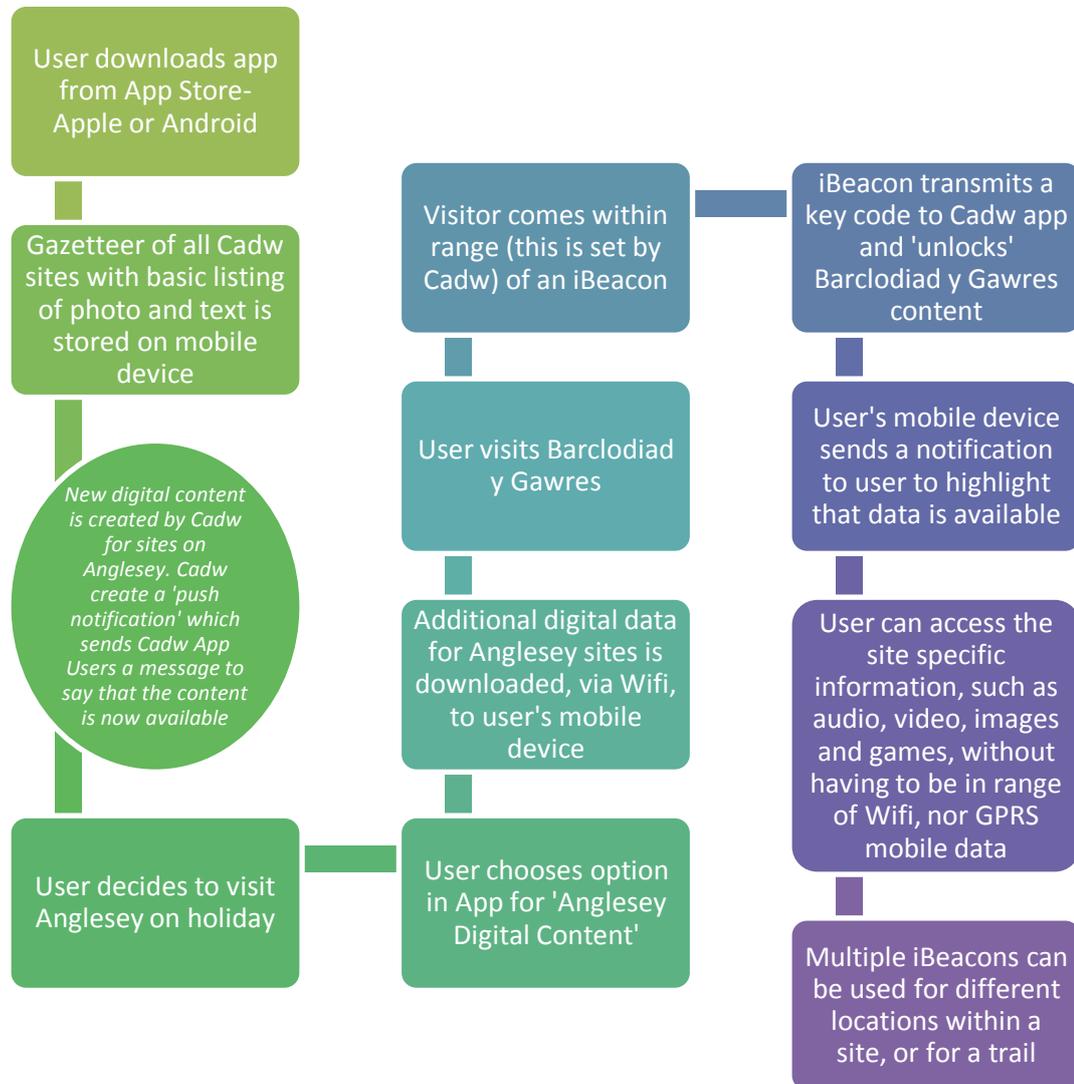
**Requirement:**

A pan-Wales app to deliver information and visitor experiences at and for Cadw sites through mobile devices

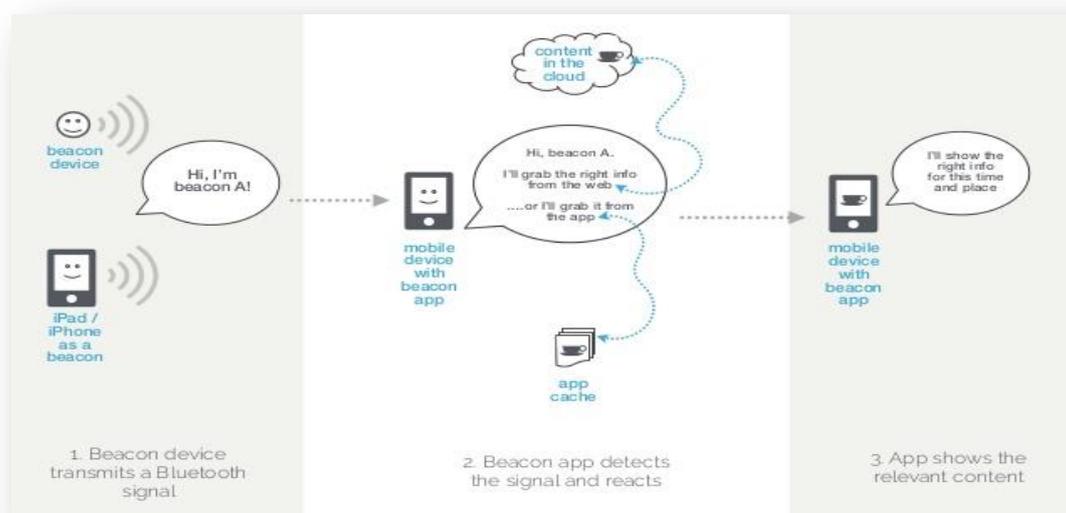
- The design should conform to Cadw Style Guide.
- Capability to provide information in a minimum of two languages (Welsh and English) but with the capacity to develop other languages in the future.
- Content management system (CMS) flexible enough to be updated and altered by Cadw staff or its contractors as and when required, including staff training
- Access to statistics to monitor visitor use of tour elements and provide data to enable Cadw to gauge the success of the app
- Compatibility for future mobile phone technology updates, including augmented reality and interactivity, such as social media sharing
- Minimal size for app download, including functionality to compress certain files through the CMS, eg audio files

- Site/Region/Theme specific content would be downloaded to users' mobile devices via Wifi upon request, from the CMS, enabling users to access relevant information without having to update through App Stores, whilst keeping their device memory usage low.

### Visitor Journey



## How iBeacon Technology works



### Options for development

#### **Option One: Bronze Labs**

Continue development of the app developed by Bronze Software Labs, currently in pilot form covering a number of unstaffed prehistoric monuments on Anglesey, using multi-hardware options, such as Near Field Communication (NFC), iBeacon technology, QR codes.

#### **Delivery timescales:**

##### **2015/15 FY –**

- Development: Jan - March 2016. Extending the current pilot app and its Content Management System into a pan Wales app, including a gazetteer of the 129 sites under Cadw guardianship.

##### **Future years-**

- Pilot Evaluation: April - Sept 2016. Install and review the app, iBeacons, and others triggers in live environments, evaluate and inform future developments.
- Considerations for future developments: Sept - Nov 2016
- Future Developments: 2017

#### **Option Two: Culture Beacons/Locly**

Benefit from the completed development of the Culture Beacons platform, developed by Royal Commission on the Ancient and Historical Monuments of Wales (RCAHMW) and National Museum Wales (NMW) through the software company Locly using iBeacon technology and QR codes.

[http://www.creativewales.com/customers/culture\\_beacon/](http://www.creativewales.com/customers/culture_beacon/)

#### **Delivery Timescales:**

##### **2015/15 FY-**

- Customised development and content upload, trialling and evaluation: October-March 2016. The delivery of a pan Wales app delivering a gazetteer of information for 129 Cadw sites. 2-3 sites (TBA, sites with existing digital media such as Denbigh) to be presented as case studies with additional media available, such as video, audio and reconstruction pictures, and evaluation.

### **Future Years-**

- Additional Digital Media installation pan-Wales: 2016+

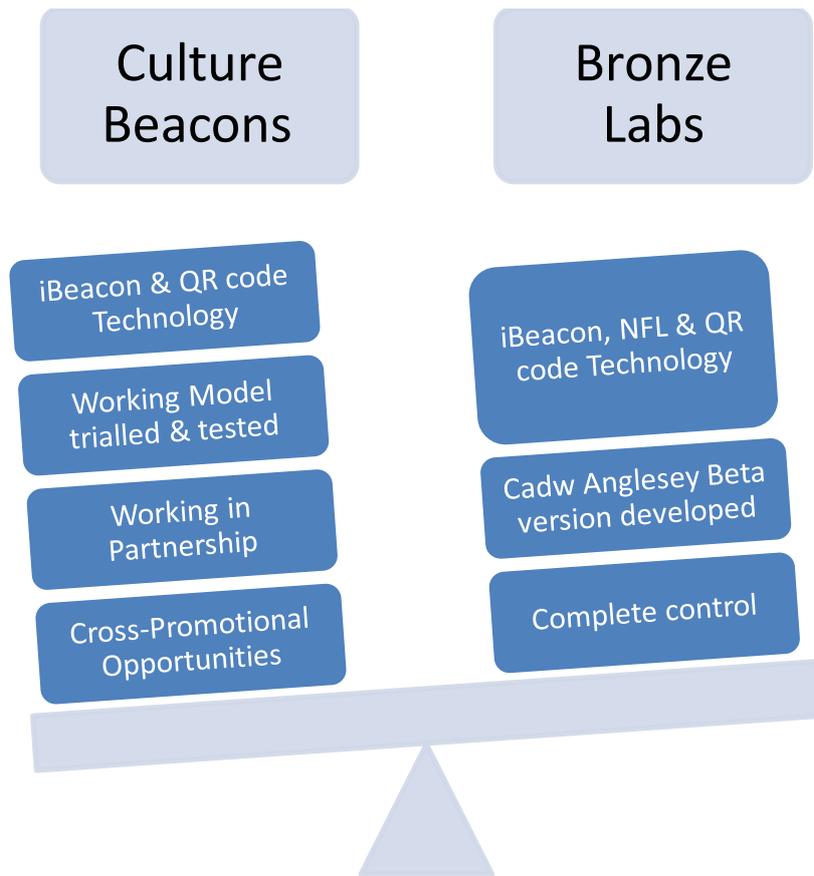
The CMS currently offers 10 card templates:

- Simple – an all-purpose card with text, images, audio, video & widgets
- Audio – An audio file that can optionally have a cover image & play automatically
- Image – An image that will open fullscreen for users to zoom & explore
- External URL – A link to a webpage which will open in the devices default web browser
- Widget – A single widget that users can open fullscreen and interact with, such as games
- File – any type of file, including .Pdf, Keynote or Pages for example
- Video – A video that can go fullscreen for users to zoom & explore
- 3D Model- A 3D collada model that users can rotate, zoom and explore
- Embedded URL – a link to a webpage that will open inside the app
- HTML – An HTML5 webpage which can also access APIs in the app

### **Issues:**

Both options will deliver, for under £5000, in 2015/16 FY:

- a Cadw-branded heritage app with site gazetteer, which will enable media and information to be delivered to the public through mobile technology.
- statistics, evaluation and promotional options, such as push-notifications.
  - Push notifications, controlled directly from the CMS, accessed at any time and will appear on the home screen of all devices (iOS and Android) that have downloaded the app, regardless of whether the app is running.
- Both options will require the user to have downloaded the Cadw app before or during their visit.
  - Allowing publicly accessible Wifi at Cadw sites would make promoting the app easier. Working with local businesses which provide free Wifi would also aid the promotion of the app, especially at more remote sites, such as Caer y Twr hillfort near Breakwater Country Park and its café.
- Neither will deliver to Windows Phones nor Blackberry, which is standard practise for current Apps. Smartphone user ratios: Android 51.9%, Apple 41.2%, BlackBerry 3.5%, and Windows (Phone) 3.1%.



**In addition**, Option One, Bronze Labs will:

- be bespoke and built solely to Cadw specification and requirements.
- deliver, or make accessible, information at specific points at Cadw sites through a number of different options, including NFC (up to 1kb of information), iBeacons and QR codes
- In 2016, will deliver the template for an app for Cadw staff to populate with digital content in the future, following development and testing.

Option Two, Culture Beacons, will:

- provide a stand-alone Cadw app, linked to and sharing information with the Culture Beacons app to demonstrate partnership working and cross-promotion between all heritage sites in Wales.
- provide an existing template CMS for population with existing digital media of Cadw sites, with examples to demonstrate the delivery of information through the app for sites with multi-media and existing digital information, for dissemination at a later stage.
- deliver information for themes/regions, once selected, which is 'unlocked' through iBeacon transmission (using low energy Bluetooth) or by scanning a QR code.

Additional development using Raspberry Pi technology (which would enable use of NFC through Culture Beacons, with data transmitted from the 'Pi' computer to a users' mobile device within close range) and RFID (with a larger transmitting range, but can only transmit around 1kb of data to devices) can be explored to transmit information between devices. This may be a preferable solution for remote sites with no access to Wifi, for users who have not previously downloaded the Cadw app.

**Budget:**

2015/16

**Option One** will deliver:

- a bespoke Cadw App
- with gazetteer of Cadw sites
- and Content Management System

for £5000 from the App Development budget, by March 2016.

**Option Two** will deliver:

- a branded Cadw App using the existing development by the Culture Beacon App,
- with a gazetteer of Cadw sites
- and use of the existing Content Management System

for £900 from the App Development budget, plus digital content upload and hosting for £3600 from the Digital Content budget, by March 2016.

NB: Hardware (iBeacons) is an additional cost to the above budget, and will be paid for from the Digital Content budget, SF KS/1574/15.

**Future Costs**

Bronze Labs charges a hosting fee of £3000 per year, plus additional costs per item uploaded.

- This includes audio trails (£100 each), videos (£120 each) etc. This price will increase incrementally as new digital media is added to the app.

Culture Beacon charges a hosting fee of £3600 per year for 100,000 iBeacon 'hits' (by the public).

- This price will increase by £200 per 100,000 hits, as content is added until a top flat fee of £5000 per year is reached.

**Recommendation**

Utilisation of Culture Beacons technology demonstrates synergy with Royal Commission on the Ancient and Historic Environment Wales and the National Museum.

Culture Beacons technology has been developed, evaluated and is in the public domain at a number of heritage sites in Britain. It is in a position where it is ready for Cadw data to be inputted for use, trialled and evaluated within the financial year.

Recommendation: Proceed with Pilot of Pan-Wales Cadw app using Culture Beacons technology and template.

[attachment ends]

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**From:** [Cadw]  
**Sent:** 08 October 2015 10:34  
**To:** [Cadw]  
**Subject:** App Recommendation

As promised



~~App development options.docx~~

[contents of attachment below]

**To:** 1.Cadw

CC. Cadw

**From:** Cadw

Tel.

**Date:** 29 September 2015

## **APP DEVELOPMENT**

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- f) Trial of both a) and b) for 6 months for remainder of Financial Year, with testing/trialling to determine best value for money for continuation in future years

The budget of £5,000 has been approved as part of SF KS/1574/15

### **Timing:**

The Digital Interpretation (App) Project budget of £5,000 will be spent by March 20<sup>th</sup> 2016.

### **Background:**

- 3) A trial app has been developed for prehistoric sites on Anglesey by Cadw. This app will provide a unique opportunity to fully investigate the potential of a multiplatform delivery system using multiple content delivery hardware options – i.e. NFC, ibeacons, QR codes, all through a single app.

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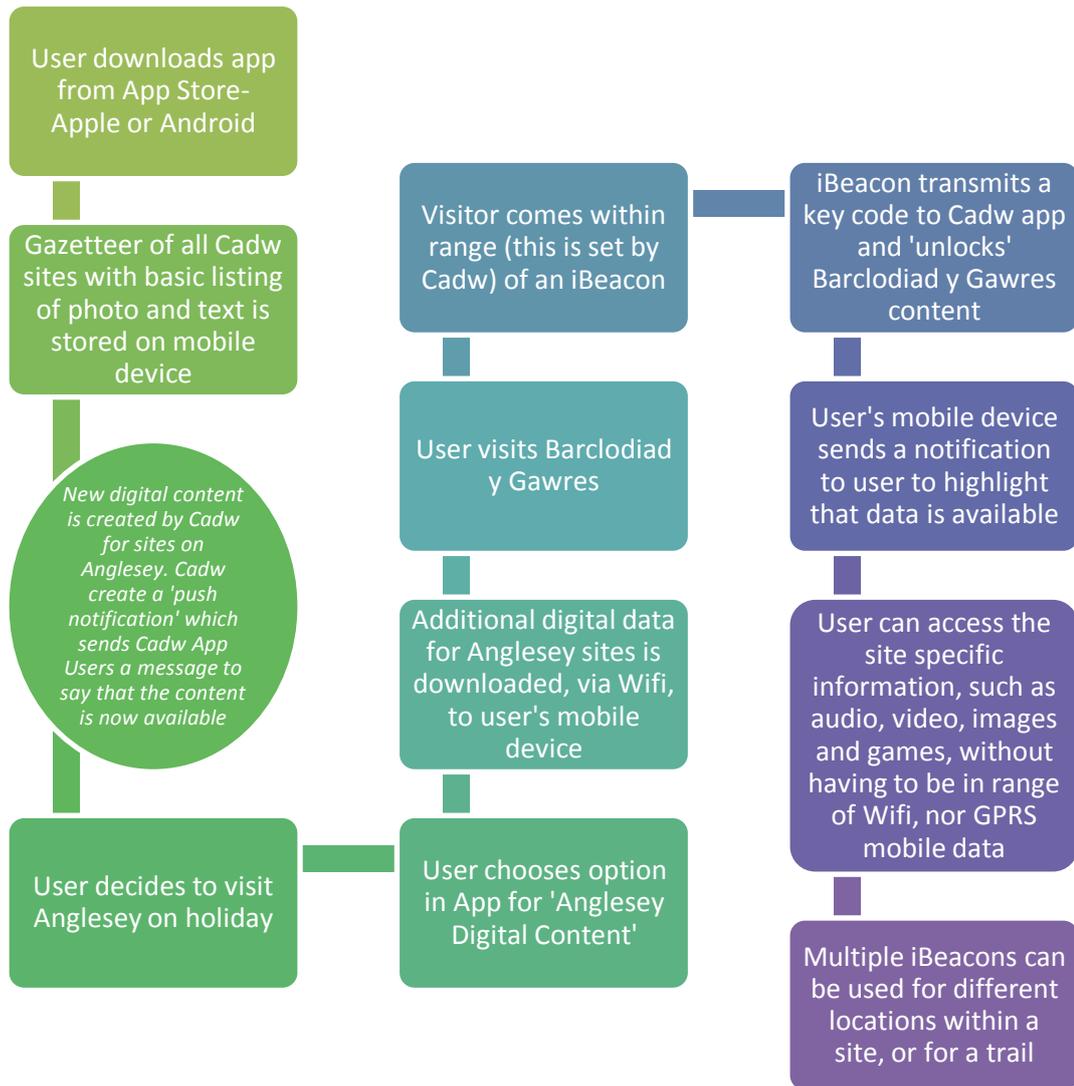
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#### **Requirement:**

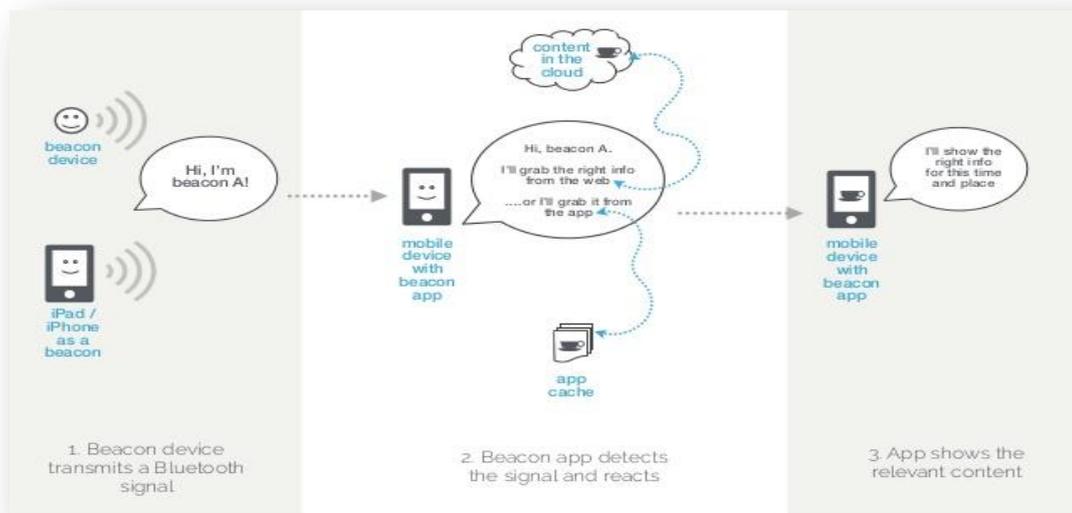
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**How iBeacon Technology works**



**Options for development**

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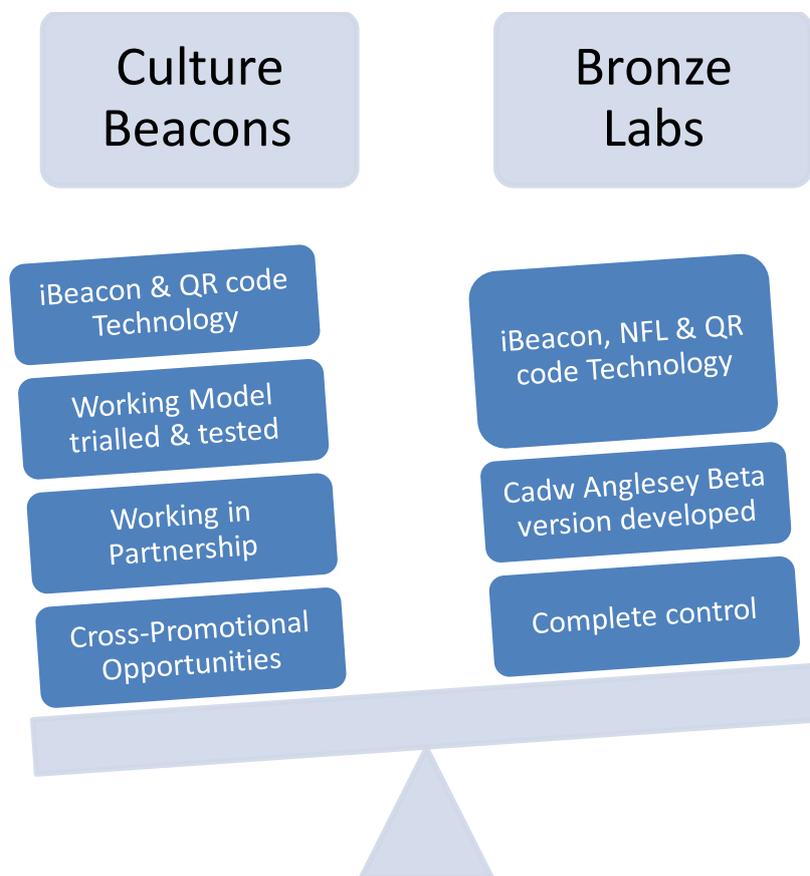
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**Budget:**

**Annual Costs**

	Number	<b>Bronze Labs</b>		<b>Culture Beacons</b>	
		Monthly	OR Annually	Monthly	OR Annually
App Tech Support		250	3000		1950 (3 x days)
Gazetteer of Cadw sites	130	130	1560		3,600*
Map Overlays	130	1300	15,600		Design costs
Audio Trail, up to 10 points	1	5	60		Will be delivered by Templates (see below, column one)
Audio Trail, up to 15 points	2	12	144		As Above
Content Template 1 (images, text, audio with up to 10 points)	10	100	1000		Included
Content Template 2 (images, text, audio, video with up to 10 points)	10	120	1200		Included
Content Template 3 (images, text, audio, video and HTML games with up to 10 points)	10	180	1800		Included

\* For 100,000 'interactions' (iBeacon visits) per month. Cost will rise by £200 for the next 100,000, with a reduction as it scales up until it becomes a fixed cost. Negotiable. Fixed-price cost requested.

**Hardware is an additional cost to the above budget, and will be paid for from the Digital Content budget, SF KS/1574/15**

**Recommendation**

Utilisation of Culture Beacons technology demonstrates synergy with Royal Commission on the Ancient and Historic Environment Wales and the National Museum.

Culture Beacons technology has been developed, evaluated and in the public domain at a number of heritage sites in Britain. It is in a position where it is ready for Cadw data to be inputted for use, trialled and evaluated within the financial year.

Recommendation: Proceed with Pilot of Pan-Wales Cadw app using Culture Beacons technology and template.

[attchments ends]

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**From:** [bronzelabs]  
**Sent:** 30 September 2015 09:13  
**To:** [Cadw]  
**Subject:** Re: App

[four attachments below]

Hi ,

I've attached a couple of screen shots.

If you enter the number of sites against each item you would like, that will give you a guide idea of how much it would cost ongoing per a month (or annually).

Screen shot 1 = 130 sites listed in the app (£380 per month)

Screen shot 2 = 130 sites listed in the app + 130 offline map overlays (£1680 per month)

Screen shot 3 = 130 sites listed in the app + 130 offline maps overlays + 1 site with template 1.1 (£1690 per month)

Screen shot 4 = 130 sites listed in the app + 130 offline maps overlays + 10 sites with template 1.1 (£1780 per month)

So you could have a play and just include a few audio trails and that would only effect it by a few £'s per a month.

Feel free to change the figures in these rows, basically to host a site the minimum I would suggest is the basic listing and then include other features based on the content you have.

If you felt that we had a more set structure that we can work with, I'll gladly figure that out, at the moment this seems the best way to figure it out, based on sites coming on board at different times, meaning the service it fairly pay as you go / pay as you add more content. The only real set cost would be the core app support, which doesn't change based on the number of sites.

I hope this helps clear it up.

Thanks

<b>Summary of Pan Wales Smartphone App</b>				
	Number of Sites	Monthly	OR	Annual
Core Smartphone App support for iOS 7.0+ and Android 4.0+	1	£250.00		£3,000.00
Basic Listing for site	130	£130.00		£1,560.00
Audio Trail - with upto 10 points	0	£0.00		£0.00
Audio Trail - with upto 15 points	0	£0.00		£0.00
Bespoke Map Overlays (artwork supplied to use for conversion)	0	£0.00		£0.00
<b>Content Template / Budget Guide</b>				
Template 1: Images, text, audio - with upto 10 points	0	£0.00		£0.00
Template 1: Images, text, audio - with upto 15 points	0	£0.00		£0.00
Template 1: Images, text, audio - with upto 20 points	0	£0.00		£0.00
Template 2: Images, text, audio, video - with upto 10 points	0	£0.00		£0.00
Template 2: Images, text, audio, video - with upto 15 points	0	£0.00		£0.00
Template 2: Images, text, audio, video - with upto 20 points	0	£0.00		£20.00
Template 3: Images, text, audio, video and HTML games - with upto 10 points	0	£0.00		£0.00
Template 3: Images, text, audio, video and HTML games - with upto 15 points	0	£0.00		£0.00
Template 3: Images, text, audio, video and HTML games - with upto 20 points	0	£0.00		£0.00
This can be budgeted for Monthly or annually.		Monthly	OR	Annual
<b>Total</b>		£380.00		£4,580.00

[screen shot 1]

<b>Summary of Pan Wales Smartphone App</b>				
	Number of Sites	Monthly	OR	Annual
Core Smartphone App support for iOS 7.0+ and Android 4.0+	1	£250.00		£3,000.00
Basic Listing for site	130	£130.00		£1,560.00
Audio Trail - with upto 10 points	0	£0.00		£0.00
Audio Trail - with upto 15 points	0	£0.00		£0.00
Bespoke Map Overlays (artwork supplied to use for conversion)	130	£1,300.00		£15,600.00
<b>Content Template / Budget Guide</b>				
Template 1: Images, text, audio - with upto 10 points	0	£0.00		£0.00
Template 1: Images, text, audio - with upto 15 points	0	£0.00		£0.00
Template 1: Images, text, audio - with upto 20 points	0	£0.00		£0.00
Template 2: Images, text, audio, video - with upto 10 points	0	£0.00		£0.00
Template 2: Images, text, audio, video - with upto 15 points	0	£0.00		£0.00
Template 2: Images, text, audio, video - with upto 20 points	0	£0.00		£20.00
Template 3: Images, text, audio, video and HTML games - with upto 10 points	0	£0.00		£0.00
Template 3: Images, text, audio, video and HTML games - with upto 15 points	0	£0.00		£0.00
Template 3: Images, text, audio, video and HTML games - with upto 20 points	0	£0.00		£0.00
This can be budgeted for Monthly or annually.		Monthly	OR	Annual
<b>Total</b>		£1,680.00		£20,180.00

[screen shot 2]

<b>Summary of Pan Wales Smartphone App</b>				
	Number of Sites	Monthly	OR	Annual
Core Smartphone App support for iOS 7.0+ and Android 4.0+	1	£250.00		£3,000.00
Basic Listing for site	130	£130.00		£1,560.00
Audio Trail - with upto 10 points	0	£0.00		£0.00
Audio Trail - with upto 15 points	0	£0.00		£0.00
Bespoke Map Overlays (artwork supplied to use for conversion)	130	£1,300.00		£15,600.00
<b>Content Template / Budget Guide</b>				
Template 1: Images, text, audio - with upto 10 points	1	£10.00		£120.00
Template 1: Images, text, audio - with upto 15 points	0	£0.00		£0.00
Template 1: Images, text, audio - with upto 20 points	0	£0.00		£0.00
Template 2: Images, text, audio, video - with upto 10 points	0	£0.00		£0.00
Template 2: Images, text, audio, video - with upto 15 points	0	£0.00		£0.00
Template 2: Images, text, audio, video - with upto 20 points	0	£0.00		£20.00
Template 3: Images, text, audio, video and HTML games - with upto 10 points	0	£0.00		£0.00
Template 3: Images, text, audio, video and HTML games - with upto 15 points	0	£0.00		£0.00
Template 3: Images, text, audio, video and HTML games - with upto 20 points	0	£0.00		£0.00
This can be budgeted for Monthly or annually.			Monthly OR	Annual
<b>Total</b>				<b>£1,690.00 OR £20,300.00</b>

[screen shot 3]

<b>Summary of Pan Wales Smartphone App</b>				
	Number of Sites	Monthly	OR	Annual
Core Smartphone App support for iOS 7.0+ and Android 4.0+	1	£250.00		£3,000.00
Basic Listing for site	130	£130.00		£1,560.00
Audio Trail - with upto 10 points	0	£0.00		£0.00
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Template 3: Images, text, audio, video and HTML games - with upto 20 points	0	£0.00		£0.00
This can be budgeted for Monthly or annually.			Monthly OR	Annual
<b>Total</b>				<b>£1,780.00 OR £21,380.00</b>

[screen shot 4]

On 29 September 2015 at 18:41, [Cadw] wrote:

Sorry- spoke too soon!

Just to confirm, if we had a site using Template 1.1, for example, this would cost us £100 each month to host? Or £100 to set up as a one-off fee?

In other words, if we were to go with all of the figures in green as an example, once everything had been set up and was live for the 130 sites (this is the confirmed number of Cadw sites), it would cost us £2,097 monthly, or £25,184 to keep live/hosting?

Thanks!

**From:** [bronzelabs]  
**Sent:** 29 September 2015 13:46  
**To:** [Cadw]  
**Subject:** Re: App

[one attachment below]

**Summary of Pan Wales Smartphone App**

	Number of Sites	Monthly	OR	Annual
Core Smartphone App support for iOS 7.0+ and Android 4.0+	1	£250.00		£3,000.00
Basic Listing for site	130	£130.00		£1,560.00
Audio Trail - with upto 10 points	1	£5.00		£60.00
Audio Trail - with upto 15 points	2	£12.00		£144.00
Bespoke Map Overlays (artwork supplied to use for conversion)	130	£1,300.00		£15,600.00
<b>Content Template / Budget Guide</b>				
Template 1: Images, text, audio - with upto 10 points	10	£100.00		£1,200.00
Template 1: Images, text, audio - with upto 15 points	0	£0.00		£0.00
Template 1: Images, text, audio - with upto 20 points	0	£0.00		£0.00
Template 2: Images, text, audio, video - with upto 10 points	10	£120.00		£1,440.00
Template 2: Images, text, audio, video - with upto 15 points	0	£0.00		£0.00
Template 2: Images, text, audio, video - with upto 20 points	0	£0.00		£20.00
Template 3: Images, text, audio, video and HTML games - with upto 10 points	10	£180.00		£2,160.00
Template 3: Images, text, audio, video and HTML games - with upto 15 points	0	£0.00		£0.00
Template 3: Images, text, audio, video and HTML games - with upto 20 points	0	£0.00		£0.00
This can be budgeted for Monthly or annually.		Monthly	OR	Annual
<b>Total</b>		£2,097.00		£25,184.00

[attachment ends]

Hi ,

I hope you had a good weekend, I've re read the email a couple of times and wanted to ensure I've not presented this in a confusing way.

Below is a summary of the project and the future.

Your notes:

“Continue development of the app developed by Bronze Labs, currently in pilot form covering a number of unstaffed prehistoric monuments on Anglesey, using multi-hardware options, such as Near Field Communication (NFC), iBeacon technology, QR codes and Radio-frequency Identification (RFID).

I've updated these to take into account technology limitations:

Continue development of the app developed by Bronze Labs, currently in pilot form covering a number of unstaffed prehistoric monuments on Anglesey, using multi-hardware options, such as Near Field Communication (NFC), iBeacon technology, QR codes.

The future scope to include Augmented Reality content and more advanced interactive content through games is all possible with the framework being generated.

#### **Delivery timescales:**

Development: Jan - March 2016 (Extending the current pilot app into a pan Wales app).

Pilot Evaluation: April - Sept 2016 (Install and review the app, iBeacons, and others triggers in live environments, evaluate and inform future developments.)

Considerations for future developments: Sept - Nov 2016 (What can we do to get the most from the content, have the business needs changed since initial scope?)

Future Developments: 2017

#### **Summary of Costs:**

The Bronze team will work on extending the current App and CMS to deliver a pan Wales app. To do this we will be working to a Budget of £5,000.

Once the app development has been completed the app will include a basic listing of around 130 sites (*? please confirm approx. number*).

The App will be powered by a CMS that hosts the content, simplifies the loading and formatting of information, collects and limited amount of anonymous user stats, like in, where, when, what they accessed on the app. This data can then be used to inform future business decisions.

The core app will require support going forward, as this is a pan Wales app, it could be thought about as a core app that requires a basic level of support each year to ensure smooth operation. We would then suggest that each site loads in an appropriate amount of content, this would be based on the level of content available, desired experience you would like to deliver.

The chart attached shows some of the options, each site would require a basic listing. I've turned this into an excel doc, to make it quicker to see the impact of different templates / content at each location. If you edit the Green numbers you'll see the budget effect.

In summary, we would be developing an app for the pilot with hooked into the CMS for £5,000. In the pilot phase, depending the the number of locations this would effect the hosting / support costs. The excel chart will help to clear this up. If we base the pilot evaluation on a 6 month duration, this should give you enough data to work with to decide on the best route going forward.

We would then suggest some development over the closed season ready for the start of the next.

I'm around in the office for the rest of today if you have time to have a quick catchup on this.

Speak soon,

On 29 September 2015 at 08:53, [Cadw] wrote:

Hi ,

Any news?

Thanks

**From:**[bronzelabs]  
**Sent:** 24 September 2015 09:19  
**To:** [Cadw]  
**Subject:** Re: App

Hi ,

Good to hear from you, seems like we've both been really busy lately.

Let me review this and come back to you later this week / Friday.

Kind regards

On 24 September 2015 at 09:09, [Cadw] wrote:

Hi

Just wanted to send a quick email to say that I haven't fallen off the side of the earth! We're having to go through an approval process for the digital interpretation so are being held up. I am aware that this is eating into our development time.

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Budget:

Hosting	£250 per month for the core app	Or £3000 (annual ongoing cost)
Basic listing	£1 per site	£130 (for pan-Wales)
Audio trail up to 10 points (eg Blaenavon)	£5 per site	£5 (are these set up or annual charges?)
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		<b>4967.00</b>

Thanks, and hopefully catch up soon

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Thanks, and hopefully catch up soon

**From:** [rcahmw]  
**Sent:** 07 October 2015 16:59  
**To:** [loclly & National Museum of Wales]  
**Cc:** [Cadw]  
**Subject:** Cadw App development

[attachment not inserted – see text of email]

Hi Both,

I've just heard from [redacted] that [redacted] has had agreement from senior management at Cadw to pursue the development of a pilot Cadw app based on the Locly platform. There are a few provisos:

1. it needs to be delivered within this financial year
2. it needs to be developed at a total fixed price less than £5000
3. an evaluation report will need to be produced within the same time period

Whether or not Cadw decide to commit further investment in the app in subsequent years will depend on the outcomes of the pilot and its evaluation. I have already suggested adopting a similar approach to user evaluation as that developed for the Leicester Castle report (.ppt based on this research attached - please do not circulate!)

[redacted], we can work together to draft a quote that reflects the work packages required for this project. I'll send a follow up email tomorrow morning.

Best wishes,

**From:** [Cadw]  
**Sent:** 02 November 2015 07:29  
**To:** [Cadw]  
**Subject:** RE: catch up

No, we have the go-ahead from the Minister anyway. My only nagging concern is that ibeacons is only on apple. Is there an android version in the wings?

**From:** [Cadw]  
**Sent:** 29 October 2015 16:42  
**To:** [Cadw]  
**Subject:** Re: catch up

Great news. Do we need confirmation with DM before starting work?

**From:** [Cadw]  
**Sent:** Thursday, October 29, 2015 04:36 PM  
**To:** [Cadw]  
**Subject:** RE: catch up

is content for us to proceed with culture beacons (under 5k this year!)

---

**From:** [Cadw]  
**Sent:** 29 October 2015 16:06  
**To:** [Cadw]  
**Subject:** catch up

Seem to have missed you today!

Got lots to catch up on- please can you let me know if you'd like to speak on Monday even earlier than 10am?

Have a good weekend and I'll speak to you on Monday- 9.30 would give us a little leeway as we have booked us for 11am (despite me saying we were free 'before' 11am!)

**From:** [Cadw]  
**Sent:** 13 October 2015 17:59  
**To:** [Cadw]  
**Subject:** FW: Cadw App development

Hi,

Sorry you've been waiting.

I was able to confirm with Locly the following costs:

1. Locly CMS Launch plan, at £3,600 per year

- this gives 100,000 interactions which should easily exceed requirements for the app and 3 sites this year

- full CMS use for cards, languages etc. as require

2. Project consultancy (@                      day rate                      /day)

- app creation and submission (including loading in gazetteer info) : 2 days

3. Beacon hardware: 30 @£15/unit = £450

Total: £4,950

I think the gazetteer of sites is definitely the priority for Locly, so they can begin their development of the App interface.

Do please pass on my details - look forward to learning more!

Best wishes,

---

**From:** [Cadw]

**Sent:** 13 October 2015 16:09

**To:** [rcahmw; Locly; National Museum of Wales]

**Subject:** RE: Cadw App development

Hi all,

Thank you for the email .

Please can we get confirmation of the <£5k budget as soon as possible so we can proceed?

In addition, a contractor I am working with on delivering digital content is keen to speak to you, so I would like to pass on details once everything is confirmed for us to proceed.

I will begin tracking down the data file with the gazetteer information in it- I assume this is the first thing you would like?

Be good to hear from you soon

Thanks

**From:** [Cadw]

**Sent:** 15 September 2015 13:04

**To:** [Cadw]  
**Subject:** FW: Lody costs for Cadw App

Hi again

We now have the costs for the Cadw app through Option Two- Culture Beacons.

Outlined below, but basically an annual hosting fee of £3600 for the app. In addition, this year we would be looking to pay them a day rate of      for their support in getting the app populated with the gazetteer content and other existing digital content.

As we have received quotes, we could use some of our digital budget to pay for their support, and the same with Bronze Labs, of course, as well as the hardware, separately

Give me a call if you want to talk through this when you're back in tomorrow

---

**From:** [Cadw]  
**Sent:** 08 October 2015 14:39  
**To:** [Bronzelabs]  
**Subject:** App feedback

Hi

I'm sorry I missed you on the phone today. I would have liked to have spoken rather than emailed but thought you would rather know sooner than later.

We have now had the feedback regarding the development of the app and unfortunately we are unable to proceed with the Bronze Labs proposal. This is due to the running costs of the app and the possibility of collaboration with an existing heritage app developed by the Royal Commission and the National Museum.

Once again, thank you for all of your help, advice and patience while we worked out how we were to proceed.

Please don't hesitate to call either                      or myself if you would like to discuss further

All the very best