



Project Tullie

Phase 3: Breaking Down Barriers

Digital Installation Design Services: Request for Quotation
May 2026

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Summary

Tullie House Museum and Art Gallery Trust (the Trust) in Carlisle (brand name: Tullie) is seeking an experienced Digital Installation Designer to plan and deliver an immersive digital space within a new 'Active Gallery', as part of Project Tullie Phase 3: Breaking Down Barriers.

We're looking for an individual or organisation who can bring their expertise and creativity to deliver a 360-degree 'Immersive Art' experience to reflect the fine art collections at Tullie. The services must include expertise both in software and hardware design and the appointed professional must be able to take the concept through to full delivery within the timeframes stated.

The award of this contract is subject to approval by our funding partners, The National Lottery Heritage Fund.

Tullie's Vision:

"Tullie will help Carlisle and Cumbria be a thriving place for everyone. Our collections and programmes will bring people together, growing social capital, confidence, and creativity. They will make this a better place to live and work and strengthen our identity and pride."

Our Mission:

"Tullie is the heartbeat of Carlisle's cultural life. We use our collections and programmes to inspire engagement and creativity in the heart of our community."

Project Vision:

Project Tullie has three strategic objectives:

- **People:** creating a sense of inclusivity and community, being a catalyst for creative enjoyment;
- **Place:** reimagining the original purpose of Tullie as Carlisle's centre of arts, learning and knowledge;
- **Heritage:** revealing and restoring the hidden buildings and sharing hidden collections.

Value	£14,000
Closing Date for Quotation	By 10am Monday 29 June 2026
Delivery Address	Corinne Irving, Administrative Assistant Via Corinne.Irving@tullie.org.uk

Please note, the materials and information supplied to the Client at point of quotation, along with any subsequently supplied information, shall be held in the strictest confidence by the Client.

Documents provided by the Client as part of this request for quotation brief should be treated as confidential.

If required, site visits at Tullie can be arranged by appointment through Corinne Irving via Corinne.Irving@tullie.org.uk. All visits to take place w/c 8 June 2026.

Clarification meetings will be held on Thursday 9 July 2026. Please leave this date free for an invitation. Clarification meetings will be carried out in person at Tullie (Castle Street, Cumbria, CA3 8TP).

1.0 Introduction: Tullie – Carlisle's home of culture

In 1890, the sale of Old Tullie House – which dates from the late-seventeenth century and was facing demolition at that time – seemed an ideal opportunity for those who wanted to create a cultural hub for Carlisle. This included local architect and antiquarian Charles J Ferguson who saw the house, with all its history and fine architecture, as an ideal core for a new free museum, library, and school of art. Using public donations, Ferguson bought the house for the city with the intent to create a new public facility. Following this act of civic philanthropy, Tullie House was officially opened as an 'Institute of Science and Literature and Art' on 8 November 1893. As the 20th century progressed, the School of Art and the Public Library relocated – the former becoming the Institute of the Arts, now the University of Cumbria. Tullie, with its collections growing at a significant rate, expanded, and developed in 1990 and 2000 to create the major resource that it is today.

As Carlisle's most important visitor attraction, Tullie has, for over 130 years, built a national and international reputation for its collection and exhibitions, particularly those relating to the archaeological and natural history of the Border region. From its nineteenth-century origins, Tullie has been a civic endeavour, striving to bring together learning, creativity, and public engagement for the people of Carlisle and beyond.

Tullie House Museum and Art Gallery Trust was established as a charity in 2011 to manage Tullie House Museum on behalf of the people of Carlisle and Cumbria. In 2016 the Trust created a Manifesto to help connect the museum with its audiences, to identify a common purpose, and establish an ambitious direction. The Manifesto was refreshed in 2021 (Appendix 1) and today forms the basis of all our work along with the following two strategic priorities: financial sustainability and community engagement. The 'Project Tullie' Futureplan was conceived to support Tullie's ambition to weave community engagement and financial resilience together so that Tullie can develop its role, connect better with its audiences, and deliver inspiring and popular programmes.

Tullie is the largest museum in Cumbria and cares for almost one million cultural artefacts, using these to engage, inspire, and educate residents and visitors to Cumbria. Over 200,000 visitors, and 14,500 school children engage with the museum each year and through partnership working the Trust provides leadership for all 23 Cumbrian museums. A third of Tullie's visitors are from the local community, a third regional, and a third national or international. Tullie is important to a wide range of users and is a significant part of the social and economic life of Carlisle and the wider region. Tullie has several permanent galleries, an award-winning temporary exhibition and learning programme, and runs an extensive range of events and engagement activities. It is an Accredited Museum operated by an independent charitable trust and receives core funding from Cumberland Council and National Portfolio Organisation funding from Arts Council England (ACE). In 2019, the Natural Sciences Collection received Designated status by ACE as a collection of national significance.

Despite Tullie being an important community resource and an integral part of Carlisle's heritage and townscape, the current buildings and spaces prevent the Trust from being fully able to deliver the Manifesto and respond to the changing needs and interests of today's audiences.

2.0 Project Tullie

2.1 Overview

Project Tullie aims to transform this vital heritage and community resource into a world-class destination to help deliver the Trust's aspiration for Tullie to become the cultural heart of Carlisle, Cumbria and the Borderlands. The Futureplan, developed since 2019, and informed by extensive consultation and research, aims to transform the much-loved museum into a thriving and dynamic hub for heritage, community engagement and wellbeing. Through Project Tullie, the aim is to create a more resilient and sustainable organisation by revealing the potential of the buildings and increasing the amount of collections on display.

Project Tullie will rationalise existing spaces, allowing for more of our significant collections of archaeology, fine art, geology, natural and human history to be shared and displayed, whilst also providing spaces for new indoor and outdoor experiences. We will co-develop galleries, both new and refurbished, to create vibrant and dynamic spaces in which collections, people, stories and contemporary connections will be front and centre.

This project will enable Tullie to grow and diversify audiences, increase financial sustainability, and contribute to the city and region's profile and impact.

Responding to the challenges faced by the Museum Trust, the Project Tullie Futureplan identifies a series of improvements to Tullie, which will enable it to fulfil its vision. Ultimately the Futureplan aims to deliver the following:

- Improved entrance with single main entrance/exit and building connectivity
- Remodelled central welcome area with enhanced visibility of collection
- Redevelopment of currently empty and dilapidated historic buildings on Castle Street
- Fit-for-purpose, accessible and integrated learning and community spaces with modern facilities
- Refurbished and expanded catering and events spaces
- Renewed retail offer
- Refurbishment of all existing 1990s galleries
- Development of a new Roman-themed Children's Experience
- Relocation of onsite collection stores to create new public gallery spaces
- Refurbishment of original Old Tullie townhouse and gardens

2.2 Phase 3: Breaking Down Barriers Overview

The project responds to audience demand to see more of Tullie's nationally significant collections by refreshing the existing 1990s galleries and revealing more than 100,000 collection items for the first time through an innovative 'Active Gallery' approach. A new Learning Studio will help Tullie to double primary school visits, and a 5-year Activity Programme will ensure there are engagement opportunities for all throughout the project.

Project Tullie Phase 3 will:

- Create a new 850sqm Active Gallery, through the redesign of the museum's principal exhibition spaces, the 1990s Border Galleries. The project will convert this 850sqm space into a dynamic, flexible gallery which can support a changing programme of activity and support the display of 100,000 collection items.
- Create a new modern and accessible learning suite by refurbishing and extending an unused stable block located in the museum's 'Secret Garden' and connecting this to the main museum site via a connecting corridor and toilet block.
- Improve collections storage facilities and collections management.
- Increase volunteering and engagement opportunities.

The principal funder for this phase is The National Lottery Heritage Fund.

2.3 Overall Project Programme

The headline timeline for Phase 3: Breaking Down Barriers is as follows:

Project Timeframe	Planned start date	Planned completion
Main Construction	March 2026	October 2026
Exhibition Build (off-site)	August 2026	October 2026
Exhibition Design RIBA 4a (Technical Design)	March 2026	April 2026
Exhibition Design RIBA 4b (Fit out procurement)	April 2026	June 2026
Exhibition Build (off-site fabrication)	July 2026	September 2026
Exhibition Build (on-site)	October 2026	February 2027
Collections Installation	February 2027	April 2027
Completion and open to public	May 2027	July 2027

Note: some work stages may be required to run concurrently due to challenging timescales. We will work with appointed professional to help identify how best we can manage the programme risks.

3.0 Digital Installation Design Brief, Scope of Work and Timeframes

3.1 Digital Installation Design Brief

Tullie is seeking an experienced and innovative Digital Installation Designer to design and deliver an immersive digital environment within the Active Gallery. This project will see the creation of an immersive space featuring a 360-degree surround experience that invites visitors to experience our collection in new and unexpected ways.

The successful candidate will conceive, design, and implement a dynamic installation that surrounds visitors with projected imagery, to create a visually striking and atmospheric environment. The inclusion of sound, and other sensory elements should also be considered with the Client as part of setting the final brief. The experience should draw on selected works from the museum's collection and should reinterpret and recontextualise these objects through digital means, encouraging deeper curiosity and repeat visits.

The size of the space is 3.9m Wide x 4.8m Long x 3.2m High.

The experience will need to change three times per year, and a minimum of 6 experiences should be created as part of this package to allow for future rotation.

The successful professional(s) will be appointed by the Trust (the Client) and will work alongside the Client and the Project Team, comprising:

- Architect, De Matos Ryan
- Principal Designer, De Matos Ryan
- Exhibition Designer, The Creative Core
- Structural & Civil Engineer, Price & Myers
- M&E Consultants, P3R
- Contract Administrator, De Matos Ryan
- Cost Consultant, Appleyard & Trew
- Project Management Services, Appleyard & Trew

The Digital Producer will:

- Be responsible for the end-to-end delivery of the installation, including both creative and technical components.
- Undertake site-based research and analysis to assess visitor journey, visitor needs and access requirements.
- Collaborate with Exhibition Design and Curatorial teams to shape a cohesive narrative that brings carefully selected collection items to life in an immersive environment.
- Create or commission all digital media, including visuals and soundscape.
- Undertake the specification, procurement, and installation of all required hardware (e.g. projection, media servers, audio systems, control systems).
- Work with the client and the professional team to identify the most appropriate installation programme and cost.

Cont.

- Manage installation within the gallery space, including set up and refining in response to client feedback.
- Deliver the final installation and provide technical and creative design support throughout the installation phase.
- Provide documentation, training, and handover for ongoing operation and maintenance.

3.2 Scope of Work

Stage	Deliverables	Timeframe
Stage 1: Briefing	1. Meet with the Tullie Project Team (the Client) and the Design Team members to agree project scope & outputs, timeframes and roles and responsibilities. 2. Review and familiarise with the gallery space, technical conditions, and collection materials. 3. Conduct creative sessions to define the overall vision, interpretive approach, and opportunities for storytelling, immersion, and sensory engagement.	July - August 2026
Stage 2: Development, Technical Design and Specification	1. Shape a cohesive narrative and select collection content. 2. Develop the concept into a 360-degree immersive experience, including spatial, visual, and sensory design, for the 6 scene settings. 3. Create or commission all digital content, including visuals and soundscape. 4. Specify and develop all hardware, software, and technical systems, including approach and systems for visitor interaction, playback, control, and synchronisation. 5. Present work for review, refine in response to feedback, and plan the installation approach.	September – December 2026
Stage 3: Installation and Final scene setting	1. Install, configure, and integrate all hardware, software, and digital content within the gallery space. 2. Provide documentation, training, and handover for museum staff, including agreed maintenance and support requirements.	January – March 2027
Other	1. It is the service provider's responsibility to work within CDM and H&S regulations. 2. For the duration of the contract period provide insurance cover with a minimum of £1m public liability and £1m professional indemnity. 3. Attend site meetings as required. It is envisaged that three site visits will be required throughout the project with the final visit across a number of days to provide the final scene setting.	

3.3 Project Timeframes

Based on the project deliverables within Section 3, the following timeframes for input into the project are as follows:

Project Timeframe	Planned start date	Planned completion
Anticipated Start date	July 2026	July 2026
Briefing	July 2026	August 2026
Development, Technical Design and Specification	September 2026	December 2026
Installation	January 2027	March 2027

Overall Project Programme (also in Section 2.3)		
Main Construction	March 2026	October 2026
Exhibition Build (off-site)	August 2026	October 2026
Exhibition Design RIBA 4a (Technical Design)	March 2026	April 2026
Exhibition Design RIBA 4b (Fit out procurement)	April 2026	June 2026
Exhibition Build (off-site fabrication)	July 2026	September 2026
Exhibition Build (on-site)	October 2026	February 2027
Collections Installation	February 2027	April 2027
Completion and open to public	May 2027	July 2027

Note: some work stages may be required to run concurrently due to challenging timescales. We will work with appointed professional to help identify how best we can manage the programme risks.

4.0 Criteria & Submission Requirements

4.1 Criteria

There will be a two-stage evaluation process, including a Stage One submission followed by a Stage Two clarification meeting for those shortlisted.

The Trust is looking for Innovation and creativity within design approach, collaboration and communication, alongside value for money.

Proposals will be assessed on a scoring system weighted to a 70% quality / 30% price ratio.

The following quality criteria will apply:

Ref	Criteria	Details	% Weighting
1	Project Team	Please provide details of the company and individuals who will be involved in delivering the service. Including: - Company and contact details. - The lead (day-to-day) contact and the role they will undertake. - Details of any sub-contractors/consultants. - Detail roles and responsibilities of those involved the relationships between those responsible for the deliverables. - CVs for each team member with relevant qualifications/certification for all personnel undertaking the work. (Max 2 sides of A4 (not including CVs))	10%
2	Team Standing & Approach	Please provide details of your ability to deliver the services as outlined in Section 3.0, including: - A description of your own company's standing in delivering the services and managing sub consultants (if appropriate) - If applicable, please provide a description of any sub consultant's standing in delivering services and prior experience of working with the suggested consultants - Your general approach to delivering the services and how this will benefit the project. - Any additional credentials you feel are relevant. (Max 2 sides of A4)	10%
3	Relevant Experience	Please provide 2-3 examples of relevant projects which you have worked on recently (ideally within the last 3 years), which demonstrate your experience of delivering comparable projects. (Max 3 sides of A4)	25%
4	Approach and Methodology	Please outline how you will approach the scope of works as set out in Section 3. Please also explain your approach to innovation and creativity, communication and collaboration, environmental sustainability, value for money and budget management within the project. (Max 2 pages of A4)	25%

5	Fee Proposal	Please fill out both the 'Fees and Resources Schedule' (Appendix 3) to propose a fee to cover the services as outlined in Section 3. Please ensure that your fee includes for all reasonable expenses. The 30% will be assessed with a score attributed to 25% for price quoted and 5% for suggested resources given.	30%
6	Financial Checks	Please provide a copy of your most recent business account.	Pass / Fail

4.2 Procurement Timescale

	Timeline
Brief Issued	Friday 22 May 2026
Site Visits (if required)	w/c 8 June 2026
Deadline for Enquiries	5pm Monday 22 June 2026
Closing Date	10am Monday 29 June 2026
Clarification Meetings	Thursday 9 July 2026
Anticipated Start Date	w/c 20 July 2026

4.3 Application

To apply, please submit a proposal responding to the Criteria as set out in Section 4.1.

This should include:

- Project Team Overview with CVs.** No more than 2 sides of A4 plus CVs.
- Team Standing & Approach.** Your ability to deliver the services. No more than 2 sides of A4.
- Relevant Experience.** 2-3 Examples of previous projects. No more than 3 sides of A4.
- Approach and Methodology.** Response to the scope as set out in Section 3. No more than 2 sides of A4.
- Fee Proposal.** A completed 'Fees and Resources Schedule' (Appendix 3).
- Financial Checks.** A copy of your most recent business account

Any enquiries or requests for information relating to this brief should be submitted to Corinne Irving at Corinne.Irving@tullie.org.uk by 5pm Monday 22 June 2026.

Applications must be submitted to Corinne Irving at Corinne.Irving@tullie.org.uk by 10am Monday 29 June 2026.

5.0 Budget

Fee: up to £14,000 to include installation and expenses
Installation fit out budget: £36,000 to include all equipment and materials

6.0 Further Information

The agreement will be made between the appointed professional and Tullie House Museum and Art Gallery Trust. The agreement will be managed by Amy Walker, Head of Strategy and Capital Programme, Programme Manager for Project Tullie. Day-to-day management will be undertaken by the relevant Project Area Lead.

The Client reserves the right to:

- Make no appointment.
- Negotiate the scope and fee for the works with the preferred professional.
- Extend the brief to further stages of work by negotiation and within the terms of the UK Public Procurement Regulations 2015.

Please note:

- The award of this contract is subject to the approval of our funding partner The National Lottery Heritage Fund.
- Documents received by Tullie as part of this brief will be treated as confidential.
- Information received from Tullie as part of this brief should also be treated in a confidential manner.

7.0 Appendices

- Appendix 1 Tullie's Manifesto
- Appendix 2 Digital Space Technical Layout
- Appendix 3 Fees and Resources Schedule