



Request for Proposal (RFP)

Manchester Libraries Trust

Marcus Rashford Mural Tributes Resource

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1 Overview

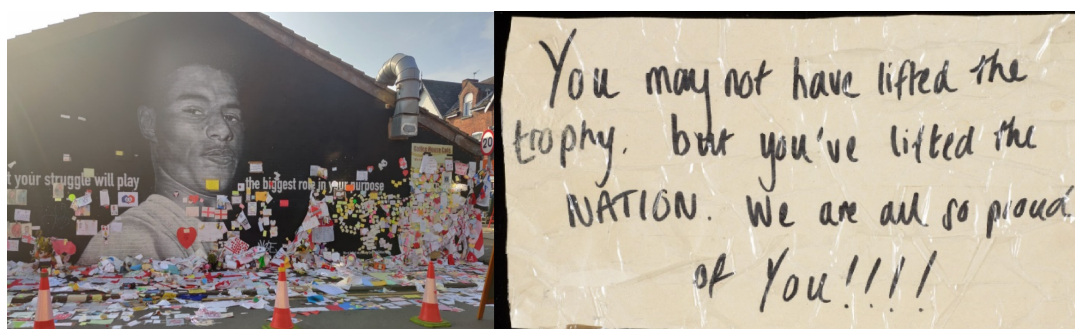
1.1 RFP summary

Project title	Manchester Libraries Marcus Rashford Mural Tributes Resource
Activities covered	Creation of a digital learning resource to engage workshops, school groups, and visitors with content from the Marcus Rashford Mural Tributes Archive.
Contract duration	August 2025 to December 2025
Budget	£18,000 inclusive of any applicable VAT
Location(s)	Remote / Manchester UK
Deadline for responding to this RFP	17:00, 1 July 2025

1.2 About Manchester Libraries Trust

Manchester Libraries Trust supported Central Library's major transformation and relaunch in 2014. The Trust's main priority is to help raise funds to support exciting new educational and cultural activities. Trust support helps Central Library and Manchester Libraries develop innovative ways of working with new partners and audiences, helping to expand and build on programme successes and supporting sustainability in the years ahead.

1.3 About the project



The mural of Marcus Rashford, located in Withington where he lived as a child on the Old Moat Estate, was created by artist AkseP19 and is based on a photograph by Danny Cheetham. Crowdfunded and organised by community street art project Withington Walls in 2020, the mural celebrated Marcus Rashford's campaign against child food poverty which ultimately forced a change in Government policy regarding free school meals for children.

In 2021, following the penalty shootout loss in the UEFA Euro final, the mural was defaced with offensive messages, and England's black players, including Rashford, faced racial abuse online. The community in Withington responded by initially covering the vandalism with bin bags and subsequently with heartfelt messages of love and support, which snowballed into thousands of messages from the wider community and a collective demonstration of solidarity and resilience. This powerful response highlighted the strength of support for Marcus and a united stand against racism and online hate.

In 2024 children from a local primary school visited the library and spent time in the archives search room handling some of the Marcus Rashford mural tributes and considering their meaning and importance. The success of this visit helped demonstrate the potential of the collection for further work with schoolchildren and workshop groups.

Our intent is to create a digital resource that showcases a curated selection of 100 items from the Marcus Rashford Mural Tributes and uses them to offer a communal experience to users centred on the themes of community action, empathy and the power of the collective. We envisage the resource being used primarily in class by local schools, and in workshop settings by local community groups. The resource will also allow for personal exploration and expression by wider audiences on their own devices, but we anticipate that most people will encounter it during a facilitated session.

2 Scope of work

2.1 Objectives and context for this project

The goal is to create an inspiring digital educational resource that can be used to make this collection accessible to the wider community and explore the themes of community action, empathy and the power of the collective. We hope that the finished resource will encourage people to use their voice, spark questions and conversations, and inspire positive community action. We hope school groups and workshops will use the resource to inspire other activities such as craft and collage, and also inspire conversations about other figures, how we show support for the people and causes we care about, and the value of archives in preserving the history of community action.

2.2 Target audience(s)

The primary target audience for this resource is young people across key stages 2 and 3, including children aged 7-11 and 11-14 years old.

The archive includes many items created by children and young people, making it particularly suitable content for these age groups.

As a collection, the Marcus Rashford Mural Tributes demonstrate to children and young people that their actions have an impact, and significant local events they are part of are important enough to be preserved for the historical record.

The resource will be used by facilitators including teachers, community groups, workshop leaders, and other educators and library staff.

A secondary audience comprises adults interested in the topic, subject, or archive, and the resource may be used by more diverse age ranges beyond the core target group.

Accessibility should be considered and integrated for these groups and solutions to multi-language support are welcomed to cater for the multicultural make-up of school groups and communities in Manchester.

2.3 Digital content and audience experience

- The resource should enable users to view and interact with a curated selection of items from the Marcus Rashford Mural Tributes Archive
- The project should enable discussions with young people primarily about discrimination, community action, murals, and archives using the collection as a starting point
- The resource should include contextual information about the items and why they were created
- The resource should illustrate the themes that emerge from the collection such as community action and anti-discrimination
- The project should include resources or a toolkit for workshop leaders and teachers to help facilitate sessions around the archive independently with suggested group activities
- The main archive selection should also work outside of a workshop setting as a resource to explore independently – e.g. Workshop Mode / Solo Mode
- The project should provide links to the digital resources provided by Withington Walls (website, social media, Googlemaps digital street art map etc.)
- The project should direct schools/groups to contact Manchester Library for other engagement opportunities and direct users to library events and resources
- The project should have a visual focus with limited reliance on blocks of text to communicate the content
- Print-out templates, activity sheets, and other resources should be considered to accompany the digital resource.

2.4 Functionality and features for audiences

- The resource is primarily to be experienced online and accessed via a public webpage or web app
- The resource should be accessible via a range of devices including mobile, desktop, and tablet
- The resource content should work responsively when output across a range of screen sizes, from tablet and desktop to projectors and digital screens.
- The resource should include a short introduction to the archive, the background, and the context for the tool/resource. This could comprise video/audio/animation or other media to be supplied by Manchester Libraries.
- The resource should enable simple, intuitive interactivity with the collection items such as grouping, linking, filtering, highlighting, reacting, zooming, or otherwise. The specific interactions should be focused on the aims of group activities for young people and learning about the project themes and collections and be considered as part of workshop settings
- The resource should include accessibility features
- The project should collect analytics on the number of users – potentially to include numbers of workshop participants per session if possible – as well as simple qualitative feedback
- The project could enable materials created in workshop settings to be uploaded, recorded, or showcased to highlight the importance of archives and preservation

2.5 Digital accessibility

Accessibility features should be outlined such as alt text for images, subtitles/captions, and/or audio descriptions. Colour and design choices should consider visual accessibility needs. The project should use plain language and be suitable for the target audiences. Multi-Language support is desirable and efficient solutions to enabling this for independent users and workshop settings are welcomed.

2.6 Design brief and style guidelines

The design of the project should draw inspiration from the Marcus Rashford mural by AkseP19 in Withington, the wider Withington Walls street art project and the collection itself where possible. The project should have its own visual identity distinct from the library services brand. The project should adhere to accessibility guidelines for design choices.

2.7 Reference examples

N/A

2.8 Existing materials

N/A

2.9 User-generated and co-created content

N/A

2.10 Audience research and testing

The project should include user testing and user research with relevant audiences such as school groups. This can be facilitated in conversation with Manchester Library and Withington Walls to identify and access user cohorts.

2.11 Audience marketing

Concepts to market the project and raise awareness of the resource are welcome, but not essential to delivery. The project will be distributed by Manchester Libraries and its partners primarily.

2.12 Audience analytics and evaluation

The project should provide analytics including:

- Number of users
- Number of workshop sessions
- Number of workshop participants (e.g. via a post workshop form)
- Number of engagements per collection item
- Qualitative feedback

2.13 Content management

A CMS is desirable, but the project does not require advanced content management for the curated selection of collection items. Consideration of future use cases of the format – e.g. for other archives and collections - and potential to use the format in different contexts would be favourable.

2.14 User training

Training on operation of the delivered project should be provided by the supplier. Training documentation for workshop facilitators should be considered and made available within the tool or otherwise.

2.15 Data management

No personal data should be collected or stored as part of the project.

2.16 Technical specifications and integration requirements

The project should be accessible as a standalone resource. It should be linked from Manchester Libraries and other partner websites. Integration with Manchester Libraries websites is possible, but not essential for delivery. The archive content should be stored within the application and does not need to be integrated with any collections management systems at this stage. Future considerations may include API integration for more dynamic collections if necessary but not in scope at this stage.

2.17 Hardware and software requirements

N/A

2.18 Hosting

The project will be hosted by Manchester Libraries Trust. Implementation of hosting solutions and process to be discussed with the chosen supplier on project kick off.

2.19 Maintenance and updates

Maintenance, bug-fixing, and amends should be outlined including any warranty and post-delivery support.

2.20 Future activities, legacy and archive plans

Future iterations of the project may include expanding the resource/tool to new collections, refreshing the content of the existing collection, or expanding the use cases to other media and content. Future functionality such as advanced search, more interactions, and new user experience features can be considered.

2.21 Environmental responsibility

Manchester Libraries is part of Manchester City Council, which recognises that the products and services that we purchase directly or that our supply chain procure have a major impact on the environment. We are committed to reducing the impact of carbon emissions from our indirect activity. Please demonstrate how your organisation is committed to carbon reduction and supply evidence of energy-efficient practices, energy savings and sustainability. Please give examples of any past successes in this area, as we would like to use any innovative carbon reduction strategies during the development of the resource.

2.22 Project partners and other stakeholders

- Manchester Libraries
- Withington Walls - A community street art project funded by donations and run by volunteers.
- Local schools and community groups
- Child Friendly Manchester: Manchester is working towards becoming a Child Friendly City
- The Space – Funding and contracting body

2.23 Other deliverables and requirements

N/A

3 Contract and project management

3.1 Project timeline and key milestones

- Planned contract signature – August 2025
- Approval of design concepts / content specifications by project partners – September 2025
- Approval of a prototype by project partners – October 2025
- Acceptance testing – November 2025
- Launch – December 2025

3.2 Approval processes

N/A

3.3 Budget

£18,000

3.4 Payment terms

Payment terms are 30 days from a valid invoice.

3.5 Locations for work

N/A

3.6 Intellectual property and use of assets

The Marcus Rashford Mural Tributes collection includes thousands of items where copyright resides with the individual who created the item. It is not practicable (or possible) to secure copyright permissions for all these items. However, the material was left in a public place with no commercial intention, so we are taking a risk-based approach to making this material accessible. When material is made available online, we will include a takedown policy, and no material will be available for commercial use.

3.7 Insurance

N/A

3.8 Other procurement requirements

N/A

4 Responding to this RFP

4.1 Selection process

Submission will be reviewed by Manchester Libraries Trust and Withington Walls and shortlisted ahead of a final interview.

Responses will be judged on the creative response to the brief, suitability for the identified use cases and audiences, design considerations, and technical approach to delivery.

4.2 Timeline for RFP process

The RFP will be awarded according to the following timetable:

Milestone	Date/Time
Deadline for RFPs to be received	5pm, 1 July 2025
Shortlisted suppliers notified	21 July 2025
Remote interviews/presentations	24 July 2025
Decision notified by	w/c 28 July 2025
Contract signed/project starts	14 August 2025

4.3 How to respond

Please submit your RFP in accordance with this brief by emailing:
archiveslocalstudies@manchester.gov.uk with the subject line “RFP Rashford Archive”

The deadline for submission is: **5pm on 1 July 2025**. Proposals received after this deadline will not be considered.

4.4 Response requirements

Your submission should include responses to the following within the maximum word limits.

- An overview of your proposed solution in reference to the brief [250 words]
- A summary of the design approach to the proposed solution [150 words]
- A technical summary of the proposed solution [150 words]

- A brief user journey outlining how a workshop facilitator would use your proposed solution in a school classroom setting [250 words]
- A proposed budget breakdown to a total of £18,000
- A proposed timeline for delivering the project, in line with the brief
- Up to 3 examples of relevant prior work or projects if applicable [100 words each]
- A brief summary of why you are suited to delivering this project. You may also include details about your company, team, and key collaborators in reference to the brief [150 words]
- A brief summary of your process to manage delivery of the project [100 words]
- Your contact details for any queries about the proposal and shortlisting

4.5 Evaluation criteria

RFPs will be assessed according to the following criteria:

Criteria	Weighting
Creative response to the brief	25%
Technical response the brief	25%
Relevant experience of your team	20%
Approach to project management	15%
Value for money	15%

4.6 Questions about this RFP

If you have any queries about this RFP please email: archiveslocalstudies@manchester.gov.uk with the subject line "RFP Rashford Archive by 26 June 2025".

Please note, in the interests of fairness, we will share anonymised questions and our answers to those questions with all those invited to respond to this RFP.