

At The National Archives we believe that archives are *for* everyone because they are *about* everyone - past, present and future. Our Public Engagement Strategy is all about how we can connect with the widest and most diverse audience possible and our podcast, On the Record at The National Archives, is one of the ways in which we make this connection.

So far in On the Record we have showcased some of our vast collection of over 11 million documents and shown how historical documents about refugees, pandemics or LGBTQ+ lives are relevant to us today. We have also offered, sometimes with the help of partners, new perspectives on familiar stories - from a love letter to Queen Elizabeth I, to espionage, to the Battle of Britain. Many of our series will align with our wider public programme (for example our programme of onsite exhibitions) however we also use the podcast to tell stories of new discoveries and of everyday people which would otherwise be left untold. For some members of our audience listening to our podcast may be the first time they have encountered us, and they will hopefully learn something new about a topic. For others, it may spark an excitement about archives and encourage them to find out more or uncover their own stories. Regardless, this is connection.

Aside from connecting with new and diverse audiences we want to showcase the breadth of the archive and foreground the expert knowledge of our in-house record specialists. Another aim is to highlight what the archive cannot tell us, partnering with organisations to fill those gaps.

We are looking to select a podcast producer with whom we can work with over the next two years to develop, deliver and grow our podcast content. Currently this content would be produced for On the Record, however the producer could be asked to work on other projects for us.

The successful supplier will be an engaging storyteller with substantial experience of working collaboratively with museums and heritage organisations to interpret collections for non-specialist audiences, and with specific experience of podcast development and delivery. You will work with us to creatively shape series, script informative narration, and support recording to make interviews engaging. You will edit the podcast and ultimately deliver audio files and full transcripts of high-quality episodes ready for general release. We are open to different styles and formats of podcast and aspire to develop a more conversational tone while remaining professional and balanced.

You will be sensitive to our position as a government department and our roles as civil servants, working with us to create sign-off processes, whilst developing thought-provoking and insightful approaches to storytelling using our experts and unique collection. The use of external guests and interviewees is welcomed however please note that we have set fees for these contributions.

You will work closely on an ongoing basis with The National Archives' digital engagement team as well as series-specific project teams; collaborating to deliver sustainable content which is both flexible and dynamic.

Potential suppliers should note that this will be a 'call-off' contract, and that The National Archives cannot commit to a minimum volume or value of work that will be commissioned during the contract period. Spend under this contract will not exceed £110,000.

Our last contract was originally up to the value of £50,000 – within two years we produced six bonus episodes and four series each consisting of three episodes. We would expect content produced under this new contract to similarly span its life.

Please submit your response to this requirement to procurement@nationalarchives.gov.uk by **5pm on Friday 24 February 2023** describing the experience you have in delivering these types of services and how you would use that experience to meet our needs.

Additionally, to help us benchmark across submissions, please include the following:

1. Your proposed rate card, taking care to show how it would be applied to our projects i.e. how much it would cost to produce a 30 minute episode.
2. An indicative production timeline showing how long each episode/series would take to produce and what the production process could look like.

A contract award decision will be made on the basis of the quality of response (70%) and price (30%). Depending on the level of interest in this opportunity, The National Archives may decide to shortlist, and then meet with, potential suppliers before making a contract award decision.

We anticipate making a contract award decision by mid-March, with a proposed contract commencement date of 1 April 2023.

If you have any clarification questions, please submit these to: procurement@nationalarchives.gov.uk by **5pm on Wednesday 15 February 2023**.