

| | | |
|-----------------------------------------------------|----------|--|
| LICENSING TENDER SUBMISSION AIR 83 | THE | |
| | NATIONAL | |
| | ARCHIVES | |

The following application to become The National Archives licensing (TNA) partner is for collections requiring simplified responses only.

Please answer all questions and complete the open fields using the recommended maximum characters as a guide.

Responses will be evaluated and scored using the guidelines at the end of this form:

Certain attributes are contractual requirements and are identified with 'mandatory' in red. Fields 'required' for tender purposes are identified by red surrounds

THE DEADLINE FOR SUBMISSIONS: 17:00 GMT,

CONTENT OF THIS LICENSING TENDER:

Package: AIR 83 RAF Records

Air Ministry: Royal Flying Corps and successors: World War One Gallantry Award Medal Index Cards, 1914-1925

TNA Catalogue ref: AIR 83

For full details of AIR 83 please see the provided [record information sheet](#) or email: procurement@nationalarchives.gov.uk with any questions relating to this package

APPLICANT DETAILS

Company/Name:

Address:

Postcode:

Company no (optional):

Contact Name:

Email address:

Telephone:

Date of application:

Quality Category 1 – DIGITISATION

Please note that digitisation of this project must be conducted in-house, by TNA staff. The winning bidder will be required to accept any, and all costs set by our in-house digitisation team.

Collection Care

There is a **mandatory** requirement for the Supplier to pay for the cost of the Collection Care survey and conservation on the documents in the Collection, as well as all other direct costs of facilitating the onsite digitisation operation, in accordance with Clause 7.13 of the standard licensing terms and conditions in our standard licence agreement.

I accept the Collection Care terms described above:

Timescales and Approach for digitisation

There is a **mandatory** requirement to commence digitisation within 6 (six) months of the award of contract. However, please note that it is TNA's preference to commence digitisation within 3 (three) months.

Projected start date for digitisation:

Digitisation costs

The costs below are an approximation based on an estimated number of 9,500 cards, captured at 300dpi Colour TIFF. **Please note the final cost may differ from these estimates.**

Total hours of digitisation: 16.00

Cost per hour (£): 73.40

Total cost of digitisation (£): 1174.40

Please confirm you accept the costs above:

Deposit of Digital Surrogates

There is a **mandatory** requirement for the Supplier to deposit with TNA a full set of the digitised licensed material within 6 (six) months of completion of digitisation in accordance with Clause 5.8 of our standard licensing agreement.

I accept the terms above, and those outlined in any subsequent licences:

Transcription and Indexing

Suppliers are required to transcribe and index the data in the records, in order to allow the records to be fully searchable. Please list below the fields you plan to index for publication.

| | | |
|----------------|------------------|---------------------------|
| Surname | Corps | Regimental Number |
| Christian Name | Date of Gazette | Schedule Number |
| Rank | Registered Paper | Other (please list below) |

If applicable, please provide any further relevant detail to your planned transcription and indexing processes, such as any additional vendors and their experience (max. 1500 characters):

Quality Category 2 – PUBLICATION SCHEDULE

Publication dates

There is a **mandatory** requirement for the Supplier to publish the collection within 2 (two) years of the award of the contract. Please note that TNA's preference is to publish within 18 (eighteen) months.

Please indicate below your projected publication dates, including any staggered or modular releases, if applicable.

| | |
|-------------------------------|--|
| Projected publication date/s: | |
| | |
| | |

Please describe previous examples, and/or experience, of any previous digitisation schedules and deadlines, to support your projected dates. If appropriate, further detail may be submitted separately (*max. 1500 characters*):

I am providing evidence, to support my projected publication schedule, separately:

Yes **No**

Quality Category 3 – MARKETING & PR

On publication of the licensed material TNA expects the Supplier to undertake promotional activity upon publication that will raise the profile of the Supplier and TNA. The Supplier should indicate how it intends to promote the Collection during and after publication, for example:

| | | |
|--------------------|------------|-----------|
| Social media paid: | Yes | No |
|--------------------|------------|-----------|

| | | |
|----------------------|------------|-----------|
| Social media earned: | Yes | No |
|----------------------|------------|-----------|

| | | |
|--------------|------------|-----------|
| Free trials: | Yes | No |
|--------------|------------|-----------|

| | | |
|--------------------|------------|-----------|
| Print Advertising: | Yes | No |
|--------------------|------------|-----------|

| | | |
|------------------------|------------|-----------|
| Broadcast Advertising: | Yes | No |
|------------------------|------------|-----------|

Please provide further details of the channels you have selected above, plus any other marketing/PR activities you intended to undertake, as applicable below (*max. 1500 characters*):

Value-Added support options*

TNA offers value-add packages to support our partners achieve their objectives. Packages include options for the limited use of TNA branding as well as expertise and marketing support. These will incur a royalty cost, subject to negotiation.

If I win this tender, I am interested in discussing the following value add options:

- Use of TNA brand
- TNA marketing support
- TNA record specialist expertise support.

Please describe, below, how you might employ the value-add options selected (*max. 1500 characters*):

****Please note value-add options will not be scored.***

Quality Category 4 – PUBLICATION WEBSITE AND PLATFORM

The quality and functionality of your website and online search platform forms an important component of our assessment of your bid.

Please provide your intended primary publication website URL below:

Describe any special or enhanced functionality available via your online platform below (*max. 1500 characters*):

Attribution

*There is a **mandatory** requirement that all images show appropriate attribution back to The National Archives in accordance with Clause 6.1.6 of our standard licensing agreement.*

I accept the terms above, and those outlined in any subsequent licences:

Onsite Access

*There is a **mandatory** requirement to provide free-of-charge access for visitors and researchers and staff at TNA's site (Kew, London, UK) in accordance with Clause 6.1.8 of our standard licensing agreement.*

I accept the terms above, and those outlined in any subsequent licences:

UK GDPR Regulations

*Under UK GDPR The National Archives will be the Data Controller and the publisher will be the Data Processor, in accordance with Clause 9.1 of our standard licensing agreement. Therefore the publisher must comply with any data protection instructions from TNA. There is also a **mandatory** requirement to have a take-down procedure that, on request, enables all the details of a living individual to be removed from the online service, both from the image and any transcription.*

I accept the terms above, and those outlined in any subsequent licences:

Payment Mechanism

*There is a **mandatory** requirement to offer pay-per-view as a payment option, in accordance with clause 6.1.9.*

I accept the terms above, and those outlined in any subsequent licences:

Please select what payment options will be available to your customers?

Monthly subscription: **Yes** **No**

Annual subscription: **Yes** **No**

Please describe any other payment option, not indicated above, that you will offer (*max. 1500 characters*):

The winning bidder will be required to sign a TNA licensing agreement or hold an existing framework licence with TNA.

I accept the terms above, and those outlined in any subsequent licences:

Quality Category 5 – REVENUE PROJECTIONS AND ROYALTY RETURN

5A) Revenue Projections

Please provide background data, calculations to help explain your revenue and royalty forecast. (If appropriate, evidence of previous publication royalties may be provided separately)

I am providing evidence to support my revenue and royalty forecasts separately: **Yes** **No**

Please list the document titles of any supporting evidence provided, such as previous publication royalties, or calculations, below:

| | | | |
|----|--|-----|--|
| 1. | | 6. | |
| 2. | | 7. | |
| 3. | | 8. | |
| 4. | | 9. | |
| 5. | | 10. | |

5B) Royalty Return

TNA expects the Collection to be subject to a **minimum** Royalty rate of 7%

Indicate your Royalty rate offer:

Projected Revenue: Include details of the projected revenue (£) you will pay to TNA throughout the 10 year Term of the Contract.

| | | | |
|----------------|--|---------|--|
| Year 1 | | Year 6 | |
| Year 2 | | Year 7 | |
| Year 3 | | Year 8 | |
| Year 4 | | Year 9 | |
| Year 5 | | Year 10 | |
| Revenue Total: | | | |

SUBMISSION

Submitted by:

Job title:

On behalf of:

Date

Please see following pages for information on scoring and scoring guidelines.

Completed forms should be submitted via email to procurement@nationalarchives.gov.uk by **DEADLINE**

SCORING METHOD

| CATEGORY | MAXIMUM AVAILABLE UNWEIGHTED SCORE | MINIMUM AVAILABLE UNWEIGHTED SCORE | WEIGHTING | MAXIMUM AVAILABLE WEIGHTED SCORE |
|------------------------------------------------------|---------------------------------------------|------------------------------------|-----------|----------------------------------|
| Quality Category 1: Digitisation | 10 | 7 | 1 | 10 |
| Quality Category 2: Publication Schedule | 10 | 7 | 1 | 10 |
| Quality Category 3: Marketing and PR | 10 | 7 | 1 | 10 |
| Quality Category 4: Publication Website and Platform | 10 | 7 | 1 | 10 |
| Quality Category 5A: Revenue Projections | See 'Scoring of Financial Categories' below | - | - | - |
| Quality Category 5B: Royalty Return | 10 | N/A | 6 | 60 |
| Total | | | | 100 |

SCORING GUIDELINES

For each Category which is scored, a point score between 0 and 10 is available. These points will be allocated applying the criteria as listed in the table below. If any Category within your Response mainly has the criteria of one score, but also has one or more criteria of a lower score, then that Category will be awarded the lower score

| | |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10 Points | <ul style="list-style-type: none"> • Potential Supplier's Response exceeds TNA's expectations. • Potential Supplier's Response makes clear contractual commitments throughout. • Potential Supplier has provided high-quality, compelling and convincing evidence to support all elements of their Response. • Potential Supplier has submitted a Response which is highly relevant to the Requirement. • Potential Supplier's Response is clear, comprehensive and easy to understand. • Where relevant, Potential Supplier has demonstrated a high level of capability to deliver new and innovative service approaches. |
| 7 Points | <ul style="list-style-type: none"> • Potential Supplier's Response meets TNA's expectations. • Potential Supplier's Response makes clear contractual commitments throughout. • Potential Supplier has provided evidence to support most elements of their Response. The evidence supplied is good and relevant to the Requirement. • Potential Supplier has submitted a Response which is highly relevant to the Requirement. • Potential Supplier's Response is clear, comprehensive and easy to understand. • Where relevant, Potential Supplier has demonstrated some level of capability to deliver new and innovative service approaches. |

| | |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4 Points | <ul style="list-style-type: none"> • Potential Supplier's Response only partly meets TNA's expectations. • Potential Supplier's Response makes clear contractual commitments only in part. • Potential Supplier has provided evidence to support only some elements of their Response. The evidence supplied has only some relevance to the Requirement. • Potential Supplier's Response is not always clear, comprehensive and easy to understand. • Where relevant, Potential Supplier has demonstrated limited capability to deliver new and innovative service approaches. |
| 1 Point | <ul style="list-style-type: none"> • Potential Supplier's Response fails to meet TNA's expectations. • Potential Supplier's Response makes only limited contractual commitments • Potential Supplier has provided little or no evidence to support most elements of their Response. • The evidence supplied is weak and has limited relevance to the Requirement. • Potential Supplier's Response is not clear, comprehensive or easy to understand. • Where relevant, Potential Supplier has demonstrated little or no capability to deliver new and innovative service approaches. |
| 0 Points | <ul style="list-style-type: none"> • No response submitted |

Scoring of Financial Categories (5A and 5B)

For **Financial Category 5B**, the bidder submitting the highest royalty return will be awarded the maximum of 10 (unweighted) points. All other bidders will be awarded a (unweighted) points score by applying the following formula:

$$((\text{bidder's submitted royalty return}/\text{highest submitted royalty return}) * 10)$$

To illustrate this via a worked example:

Bidder 1 submits a royalty return of £100,000

Bidder 2 submits a royalty return of £70,000

Bidder 3 submits a royalty return of £55,000

Bidder 1 is awarded 10 (unweighted) points – $((100,000/100,000) * 10) = 10$

Bidder 2 is awarded 7 (unweighted) points – $((70,000/100,000) * 10) = 7$

Bidder 3 is awarded 5.5 (unweighted) points – $((55,000/100,000) * 10) = 5.5$

For **Financial Category 5A**, bidders will be awarded a points score based on the strength and completeness of the evidence of the Revenue Projections, based on the table below.

| | |
|-------------------|--------------------------------------------------------------------------------------|
| 1 Point | Evidence is clearly presented, and based on comprehensive and detailed relevant data |
| 0.7 Points | Evidence is clearly presented, and based on sound relevant data |
| 0.4 Points | Evidence is partially complete and based on some relevant data |
| 0.1 Point | Evidence is unclear or incomplete |
| 0 Points | No evidence provided |

Your committed returns in Financial_Category 5B (Royalty Returns) will be subject to an adjustment based on the score you achieve in Financial_Category 5A (Revenue Projections). For example, a score of 10 in Financial_Category 5A will mean that 100% of the returns in Financial_Category 5B you are committing to will be taken into account, whilst a score of 7 in Financial_Category 5A will mean that only 70% of the returns you are committing to will be taken into account.