

Annex A

Specification / Scope of Requirement Reference MMC_2021_01

1. INTRODUCTION

1.1. BRIEF ISSUE

This brief is issued jointly by the National Museum of the Royal Navy (NMRN Operations) and the Mary Rose Trust (MRT) as joint operators of Portsmouth Historic Dockyard (PHD Operations) for the provision of Media Database and Monitoring Services for the National Museum of the Royal Navy (all sites), The Mary Rose Museum and Portsmouth Historic Dockyard.

1.2. BACKGROUND

The National Museum of the Royal Navy

The National Museum of the Royal Navy was established in 2009. It tells the story of the four fighting forces of the British Royal Navy, the Royal Marines, the Fleet Air Arm, the Submarine Service, and the Surface Fleet.

The Museum Group operates various Museum sites, run as visitor attractions; and is the guardian to several ships of the National Historic Fleet. Its responsibilities include the National Museum of the Royal Navy Portsmouth, the Fleet Air Arm Museum, the Royal Navy Submarine Museum with HMS Alliance, Explosion! The Museum of Naval Firepower, the Royal Marines Museum, HMS Victory, HMS Caroline, HMS M.33, HMS Warrior and National Museum of the Royal Navy Hartlepool (including HMS Trincomalee).

Geographically the sites NMRN's sites spread from Portsmouth and Gosport to Yeovilton in Somerset, Belfast in Northern Ireland to Hartlepool in the North East. Each site delivers a wide range of public programming including exhibitions, events, learning and outreach. The National Museum Collection is distributed across the sites.

The Mary Rose Trust

The Mary Rose Trust is responsible for the preservation, display and spreading knowledge about Henry VIII's 16th century warship The Mary Rose which sank in the Solent on 19 July 1545. The iconic ship was salvaged by the Trust in October 1982 whilst being watched by an audience of over 60 million people worldwide. The Mary Rose Trust runs the Mary Rose Museum in Portsmouth Historic Dockyard. Which in 2016 had a massive refurbishment allowing the public to get closer than ever to the historic ship and collection.

- There is nothing about the Mary Rose that you can see anywhere else *in the world*
- There's nowhere you can see as many authentic Tudor artefacts *in the world*
- There's been no bigger maritime archaeological mission ever *in the world*
- There's nowhere you can get as close to a living breathing Henry VIII *in the world*
- There's no visitor experience that rates higher on the South Coast

Portsmouth's Mary Rose was Built, Sailed, Defended, Sunk, Raised and Shared to the world in Portsmouth.

Portsmouth Historic Dockyard

Portsmouth Historic Dockyard (PHD) is marketed and operated jointly by NMRN and MRT since August 2020 through PHD Operations through a newly introduced joint ticketing offer.

It is one of the UK's leading visitor attractions, based on the coast of Portsmouth and welcoming in excess of 850,000 visitors per year. It is the home to:

- The Mary Rose Museum – operated by MRT
- The National Museum of the Royal Navy – operated by NMRN
- HMS Victory – operated by NMRN
- HMS Warrior – operated by NMRN
- Action Stations – operated by NMRN
- Boathouse 4 – operated by Portsmouth Naval Base Property Trust
- HMS M.33 – operated by NMRN
- HMS Victory: The Nation's Flag Ship – operated by NMRN

In addition, there is a Harbour Tours and Water Bus service (operated by a third party) which provides visitors with the opportunity to get on the water and to reach Gosport where they can visit:

- The Royal Navy Submarine Museum and HMS Alliance - operated by NMRN
- Explosion Museum of Naval Firepower (at Gosport, accessible by a free waterbus from PHD) – operated by NMRN

PHD as a heritage attraction, sits within the, still active, Portsmouth Naval Base providing a direct connection between the history of Britain's maritime heritage and the workings of the modern Royal Navy.

1.3. THE BRIEF

PHD Operations is looking to procure a media relations resource that enables it to manage its strategic communication and media relations activity with ease and efficiency. This should support both the independent MRT and NMRN brands as well as the shared commitment at PHD.

We are seeking the following core requirements:

- A journalist database with comprehensive national media contacts that are regularly audited and updated.
- An effective media monitoring system equipped to identify and record our media coverage with speed and efficiency.
- A media evaluation service, which provides key data with which to measure media impact and reach through easy to interpret reporting mechanisms, enabling us to share more widely across the organisations.
- A supportive and proactive account management service willing to work with us to develop the best possible solution for NMRN and MRT.

In addition, we have identified the following additional desirable requirements:

- The integration of measuring our digital and social media impact through the chosen service with the Hootsuite, Brandwatch and Google Analytics platforms, integrating our reporting of media, website, and social impact seamlessly.
- A reporting service that monitors and reports similar content from within the news including competitor monitoring, which highlights stories of importance to our workforce.
- Forward planning and editorial insight tools to help plan future communications activity.
- The ability to log and manage media and filming enquiries including data capture of contact details, operational requests and manage income related to location fees and IP Licencing.

It is essential for NMRN and MRT to monitor and evaluate all print, broadcast, and online media coverage as it forms the evidence for reporting, ensures the effectiveness of the work done, helps plan for future strategies and effectively risk manage the reputation of the organisations by rebutting and correcting damaging and inaccurate coverage. A fast, reliable electronic service is essential with the option to have hard copy pdfs of print coverage that can be circulated to a wider audience.

2. DETAILED SCOPE OF SERVICE

2.1. CORE REQUIREMENTS

A journalist database with comprehensive international media contacts that are regularly updated.

Detailed Requirements:

- We require access from locations across the UK with at least 15 log ins to be accessed by NMRN and Mary Rose in house teams and any supporting PR Agency account teams.
- A comprehensive, constantly updated and easily searchable database of journalist contact details.
- The database must cover all platforms including print, broadcast, online, consumer and trade magazines etc.
- The database should be able to be customised and an option to request updates to the main database via the provider.
- The database should enable us to create and store media lists
- Lists should be centrally updated by the provider if contacts change at the publication/outlet end.
- The database should be user-friendly enabling us to record and monitor interaction, media enquiries and reporting of individual journalists
- Contacts should be searchable by name, keyword, publication, and region.
- It should have the ability to send out press releases from the system, as if from NMRN/MRT user's email address and enable us to monitor open rates, bounce back etc. and amend lists accordingly.
- Media database must be updated by the provider on a regular basis throughout the contract.
- We should have the ability to import existing contacts including bulk import or upload.
- We would like to be able to highlight contacts who have covered NMRN/MRT in the past to target for future engagement.

An effective media monitoring system equipped to identify and record our media coverage with speed and efficiency.

Detailed Requirements:

- We require an effective media monitoring system equipped to identify media coverage across platforms including online, broadcast and print stored on a digital platform.
- We require regular (at least daily) updates of media coverage achieved to be delivered to users with speed and efficiency.
- Coverage to include national, regional, local, trade and consumer press.
- Timely delivery of coverage with national on the same day, daily regional same day or next day and local and trade within a few days of printing.
- Provision of article/ story in a PDF file.
- Ensure that content provided is intelligently read in accordance with our brief.
- Opportunity to provide multiple key words and title for search.
- Information provided to include publication title, page number, date, Advertising Value Equivalent (AVE) and circulation per article/potential reach.
- Broadcast Information provided to include channel and programme title, date & time, viewer/listener figures and AVE for every clip.
- Broadcast monitoring should allow NMRN/MRT to listen to radio clips and watch TV coverage with the option of saving the clip if required.

- Potential to integrate with the Workplace intranet system to highlight coverage across the organisation

A media evaluation service, which provides key data with which to measure media impact and reach through easy to interpret reporting mechanisms, enabling us to share more widely across the organisations.

Detailed Requirements:

- Ability to view coverage on a portal and export reports with standard fields already populated i.e., media outlet name, publication date, type of outlet (ie print, broadcast, internet), headline, AVE, circulation/reach, page number.
- Ability to produce media books/coverage reports containing print, broadcast, and online content with associated statistics in visually compelling ways.
- Ability to benchmark coverage against other organisations.
- Please state period data is available on platform for reports etc. – timeline with basic information on coverage, press/coverage books available to download.
- We would be interested to hear any new techniques or approaches for data reporting.

A supportive and proactive account management service willing to work with us to develop the best possible solution for NMRN/MRT.

Detailed Requirements:

- Confirmed Service Level Agreements that meet at least the following
 - Remote service that is available at all times – 24 hours a day, 7 days a week.
 - Reliable technical support provided within office hours (08:00 to 18:00 Monday-Friday) with agreed Service Level Agreements in place to manage enquiries and concerns outside of those hours
 - Technical problems with press release distribution and database fixed within 3 hours and all other issues within 24 hours.
- Full set-up and training for staff by 1 October 2021 and on a regular basis thereafter as agreed with NMRN/MRT.
- Ongoing training and support for new starters.
- Full transition from existing services to new system by 1 October 2021.

2.2. ADDITIONAL DESIRABLE REQUIREMENTS

The integration of measuring our digital and social media impact through the chosen service with the Hootsuite, Brandwatch and Google Analytics platforms, integrating our reporting of media, website, and social impact seamlessly.

Detailed Requirements:

- Monitoring, as far as is possible of our corporate presence on social networks (Facebook, Twitter, Instagram, Linked In, Snapchat, TikTok) identifying mentions etc.
- As per media monitoring 15 log In's.
- Comprehensive hashtag tracking across networks identifying appropriate hashtags and their reach and impact.
- Measurement of follower growth across the separate platform.
- Measurement of active engagement (Likes, comments shares etc.) across platforms and reporting of them individually and as a group.
- Measurement of passive engagement (Reach, impressions etc.) across platforms.
- Opportunity to interrogate historic data, if possible, particularly across Twitter and Facebook.
- Identifying social influencers based on engagement with similar content.
- Monitoring via key words, terms, and hashtags.
- Monitoring link sharing and impact across platforms.
- Identifying and reporting Impact NMRN/MRT has made on national trends.

A reporting service that monitors and reports similar content from within the news including competitor monitoring, which highlights stories of importance to our workforce.

Detailed Requirements:

- To monitor general terms and key words that may be of interest to our workforce.
- To monitor competitor mentions and coverage.
- To provide daily reporting of 'stories of interest'.
- To utilise RSS feeds for reporting that could be integrated into the Workplace intranet system to provide 'Relevant News' thread.

Forward planning and editorial insight tools to help plan future communications activity.

Detailed Requirements:

- To share details of planned forward features from across the media landscape
- News services outlining upcoming priorities

The ability to log and manage media and filming enquiries including data capture of contact details, operational requests and manage income related to location fees and IP Licencing.

Detailed Requirements:

- To provide the capability to capture 'enquiries' from journalists and log them in a pipeline
- To provide a CRM mechanism for the capture of contact details
- To provide functionality for the opening and closing enquiries
- To enable income generated by media enquiries

3. CONTRACT DETAILS

3.1. DURATION OF CONTRACT

The contract will be for 12-month period which would be renewable annually for a maximum period of up to four years. Our current contract with Vuelio expires in October 2021. We require seamless service provision from 1 November 2021.

3.2. PROCUREMENT OF CONTRACT

This contract will also be tendered in conjunction with a joint contract for PR and Media Relations the appointed agency would therefore also need to access the system.

NMRN as a publicly funded body can access the Crown Commercial Service Framework and therefore responses should indicate they are able to offer quotes in line with RM6134 - Lot 1 - Media Monitoring and Associated Services.

Any impact on NLA and CLA licencing is to be advised.

The licence costs set out in the successful bidder's tender will apply to any additional licences required. Quotes should indicate the inclusion of VAT.