

1. Can you let us know who was the supplier who created the Audience Engagement Strategy?

This information is published at: <https://www.contractsfinder.service.gov.uk/Notice/02087307-e09a-4967-bf52-384e4660eb29?p=@T0=NjJNT08=UFQxUIRRP>

2. What research (qualitative and quantitative) was conducted to create the Audience Engagement Strategy?

To create the Audience Engagement Strategy, the contracted supplier conducted:

- analysis of existing customer data
- a review of previous research conducted onsite at TNA, such as onsite satisfaction surveys
- staff consultation workshops
- analysis of cultural sector data
- quantitative research amongst existing customers

3. How is the Audience Engagement Strategy being used? You mention using it to plan events – are there any other projects or initiatives either currently underway or planned for the future?

The audience strategy is being used to help plan our events programme, with each event now targeted at a specific audience group. We use the strategy to schedule the programme, ensuring that each quarter/season has a variety of events that will target our priority audiences, and that there is coordination and cohesion for the events that we're programming for each audience group.

We have also used the strategy to develop the concept, design, interpretation and content of a new exhibition, which is due to launch in our Keeper's Gallery in 2018; this will be complemented by a range of programming activities.

We intend to incorporate the strategy into the development of our digital engagement strategy, which will see us approaching content creation and scheduling in a smarter, audience-focused way.

We are currently working with an external data analyst supplier to map the audience segments against our existing customer database as part of a wider customer data management project. This will in turn inform how we can better meet the needs of and communicate with audiences.

4. Are there any KPIs (key performance indicators) or other success metrics associated with the Audience Engagement Strategy?

We have not yet established any KPIs specific to the audience strategy, but it directly relates to the overall ambitions set out in our business plan, 'Archives Inspire'. Our vision is to inspire the public with new ways of using and experiencing our collection – we can only do this effectively by listening to people and understanding their needs and expectations. This new strategy equips us with a fundamental understanding of our public audience, old and new, giving us important tools that will help us become an audience-first organisation.

Although not formally identified as a KPI or business priority, one of our current aspirations is to engage our local audience, specifically the Cultural Devotees and Family for Me segments.

5. What data do you collect for your online and offline audiences? Which tools do you use for data collection, analytics and creating a single customer view?

We interact with customers at many touchpoints that create data which we manage, for example, usage of the reading rooms, downloading documents and opting in to receiving our e-newsletter; these large scale data sets allow us to assess trends in customer needs and usage. We conduct surveys with our customers using *SmartSurvey* and use this as an analysis tool of survey data, and we use Google Analytics and WebTrends for website tracking and reporting. The Single Customer View was created and is managed using WPS.

As we learn more about our audiences through research, we are looking for a supplier who can work collaboratively with our data analyst supplier to enrich the SCV with audience segment information.

6. Would it be possible to get a little more information on the segmentation e.g. what is the population that this is a segmentation of, and how was that population defined?

The population we have segmented are users of The National Archives onsite and/or online. The population represented in the segmentation is primarily our public audience who are members of the public undertaking research, attending events, accessing online content and more, but will also include some academic users, teachers and archivists.

7. Will it be possible, for some audiences, for TNA to provide sample?

Once the successful supplier has been approved to meet data security requirements, we will be able to negotiate providing sample for research purposes in line with Data Protection guidelines.

8. Are there any particular methodologies TNA would be interested in hearing about?

We would be interested to understand your approach to the requirements of this contract and all of the methodologies that this might include.

The appointed supplier will help deepen our understanding of the audience segments and how to engage with them. They will transform the data into insights and recommendations to enable us to develop our audience strategy, inform our public engagement programme, and achieve our goal of growing our public audience.

Areas of work required by the appointed Supplier may include, but will not necessarily be limited to: measuring and evaluating the impact of the Audience Strategy; collaborating with our data analyst supplier to connect any audience data with our Single Customer View (SCV) dataset; and deepening understanding of The National Archives' online audiences and digital engagement.

We require the appointed Supplier to have demonstrable experience of the following areas in the cultural sector:

- audience strategy
- audience segmentation
- concept testing (for example, of exhibitions or campaign design)
- digital engagement and online audiences
- quantitative and qualitative research methodologies.