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SEARCH ENGINE OPTIMISATION NOTICE FOR EARLY ENGAGEMENT

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1. Purpose and Scope of Document

The purpose of this document is to explain the early engagement process and the objective of the early engagement.

2. Introduction

Thank you for showing an interest in our early engagement notice for Search Engine Optimisation.

The National Coal Mining Museum for England is seeking to liaise with a contractor to provide the requirements, help to inform on the development of our SEO programme and objectives ready for potential implementation in April 2018 on a date to be determined.

3. Background

The National Coal Mining Museum for England aims to keep coal mining alive by collecting and preserving the industry's rich heritage, creating enjoyable and inspiring ways to learn for people of all ages, backgrounds and abilities.

In 1988 the Yorkshire Mining Museum opened at Caphouse Colliery. It was established with funding from West Yorkshire and South Yorkshire Metropolitan County Councils, Wakefield and Kirklees Metropolitan District Councils and technical support and assistance from British Coal.

The Museum was granted national status in 1995. Following this the Department for Culture, Media and Sport carried out a detailed study into the Museum, and in 1998 provided funding which secured its long-term future. In 2001 the Museum received a Heritage Lottery Fund Grant of just over £4.5 million. The Museum raised just under £2 million to complement this grant. Work carried out using this money included restoring buildings, new gallery areas and the store for large machinery. In 2002 additional Grant-in-Aid funding enabled free admission to the Museum for all visitors.

The National Coal Mining Museum for England is funded by Grant-in-Aid from the Department of Culture, Media and Sport through the National Museum of Science and Industry along with additional funding from the Coal Authority and charitable donations from members of the public. The National Coal Mining Museum for England takes pride in its achievements, quality and motivation of staff, and is focused on delivering its high level objectives.

4. Sustainability & Innovation

The National Coal Mining Museum for England expects its suppliers to work collaboratively and be supportive of its approach to continually improve performance and efficiencies, through the selection of sustainable products and solutions, innovative thinking and the employment of best practice to meet its objectives and targets.

The National Coal Mining Museum for England recognises that improving its performance is an ongoing process and that its suppliers are important partners in our aim to become more sustainable.

Our commitment to innovation and sustainability can be seen in the on-going conservation and development of the buildings at Hope Pit, along with the installation of a state-of-the-art environmentally sound water treatment scheme. Suppliers should be aware of the need to ensure

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viable, long term solutions that are sustainable, ethical and in keeping with the stated objectives and commitments of the National Coal Mining Museum for England.

5. Objective of Early Engagement

The National Coal Mining Museum for England is aware of the need to engage with new guests and potential visitors, to increase our recognition in the area and to become more visible, particularly in a virtual environment. As result we are looking into the possibility of developing a continual process and programme of SEO with an intention to increase our virtual presence and guide increased visit to our websites and virtual presence leading to an increased footfall.

We believe a managed SEO project carried out over a 12 month period with a view to extend and increase as needed after the initial period to be the best course of action. We invite suppliers, contractors and interested organisations to advise us as to costs, expected achievements and translation estimates – grounded in factual analysis and projections – of what could be expected through any SEO programme thus undertaken.

6. Planned Tender and Outcomes of Early Engagement

We are projecting to spend between £1,000 and £2,000 per month on an initial 12 month contract from date of programme start, scheduled at present as April 2018. This is subject to change based on the outcome of the early engagement exercise.

We project to run either a mini-competition with selected suppliers or a restricted tender, as such we reserve the right to consider engagement at this stage to be a necessary requirement of any prequalification stage applied to the tender documentation and eligibility to tender a bid against the future process as a whole.

Based on the outcome and interest in this early engagement exercise any future plans are subject to change or alteration. Until an official process is conducted and awarded nothing is to be considered binding or guaranteed; at this stage this is purely an information gathering process to inform upon the creation of the tender documentation and outcomes intended within the tender.

7. Contact Details

Please contact the National Coal Mining Museum for England with any estimates, information or expected outcomes directly by email in the first instance. Posted, hard copy documents may be accepted at the discretion of the National Coal Mining Museum for England. Telephone correspondence is welcomed however confirmation in writing, preferably by email, would be required.

8. Deadline for Early Engagement

The deadline for receipt of any early engagement is Thursday 23rd November at 16:30 (local time) – any responses received after this may not be included, discussed or accepted at the discretion of the National Coal Mining Museum for England.