



INVITATION TO TENDER

ACADEMIC DIGITISATION & LICENSING CONTRACT

Central Asia, Persia and Afghanistan: from the Silk Road to Soviet Rule, 1800-1922

COMPETITIVE PROCEDURE WITH NEGOTIATION

CLOSING DATE FOR TENDER RESPONSES – 5PM, 19 JULY 2019

1 PURPOSE

- 1.1 The purpose of this Procurement Process is for The National Archives (TNA) to select a Supplier to digitise and to publish online the Foreign Office records of Central Asia, Persia and Afghanistan, in a collection provisionally titled: *Central Asia, Persia and Afghanistan: from the Silk Road to Soviet Rule, 1800-1922* (“the Collection”). The contract award will include a commercial licence to publish online digital images and associated metadata, and a requirement to fund and undertake all the necessary activities to make that possible – including conservation, digital image capture, transcription of data to allow for meaningful searches of the records, and online publication.
- 1.2 TNA expects that this contract will comprise a licence to publish the records online for a period of ten years with potential options to renew.
- 1.3 TNA expects that the appointed Supplier will deliver the contract at nil cost to TNA, and will also deliver a royalty return to TNA during the contract period, in consideration for the licence to publish the Collection
- 1.4 **Appendix A** to this document sets out the standard terms and conditions of the Contract which the Supplier will be expected to abide by.

2 BACKGROUND

- 2.1 TNA is a non-ministerial government department and part of the Department for Digital, Culture, Media and Sport. As the official archive and publisher for the UK government, and England and Wales we are the guardians of some of the UK's most iconic national documents, dating back over 1,000 years. Our role is to collect and secure the future of the government record, both digital and physical, to preserve it for generations to come, and to make it as accessible and available as possible. Further details about TNA can be found here: [The National Archives](#).
- 2.2 For university students and academics, *Central Asia, Persia and Afghanistan: from the Silk Road to Soviet Rule, 1800-1922* may become a key primary source of information to support research and accompany taught courses. The Foreign Office records at TNA constitute the basis for this collection.
- 2.3 The region of Central Asia, Persia and Afghanistan was historically part of the Silk Road, and in the nineteenth and early twentieth centuries became the subject of a fierce struggle for supremacy between the Russian and British Empires that was known as 'the Great Game'. Recent academic interest in the region has been driven in part by China's 'Belt and Road' initiative to create a 21st Century silk road to the West. This collection will foster greater historical understanding of a geopolitically important part of the world.
- 2.4 Key themes of the collection include the 'Great Game', diplomacy, warfare in Afghanistan, Russian history, colonialism, the 'informal empire' and espionage.
- 2.5 Further information about *Central Asia, Persia and Afghanistan: from the Silk Road to Soviet Rule, 1800-1922* can be found in **Appendix C** to this document.

3 THE PROCUREMENT PROCESS

- 3.1 The Procurement Process is about understanding, negotiating and evaluating Potential Suppliers' Proposals for, and contractual commitments to, delivering the Contract at a detailed level.
- 3.2 Potential Suppliers will have an opportunity to have one-to-one meetings with TNA to test ideas, to negotiate, and to develop and refine their Proposals. We will be in contact with you soon to agree timings for those meetings.
- 3.3 Potential Suppliers and their proposed digitisation vendors will also have an opportunity to visit TNA premises at Kew to view a selection of records from the Collection. We will be in contact with you soon to agree timings for that visit.
- 3.4 At the end of the procurement process, Potential Suppliers will be invited to submit their final Proposals. TNA will evaluate those Proposals – and make a Contract Award decision - on the basis of the evaluation methodology as described in Section 6 of this document.

4 HOW TO RESPOND

- 4.1 If you are interested in this opportunity, you must email procurement@nationalarchives.gov.uk by **5pm (UK time) on Tuesday 30 April 2019**, expressing your interest. There is no set format for this; a simple email will suffice.
- 4.2 Please submit your Response by **5pm (UK time) on 19 July 2019** to procurement@nationalarchives.gov.uk, providing the information specified in Section 5 of this Invitation to Tender document.
- 4.3 If you have any clarification questions related to your Response, please submit these to procurement@nationalarchives.gov.uk by **5pm (UK time) on 7 June 2019**.
- 4.4 Potential Suppliers should note that there are [grounds for mandatory exclusion](#) from being awarded government contracts. By submitting a Response you are self-certifying that none of these grounds apply to you or your organisation (or any other person who has powers of representation, decision or control in the organisation), or to any agents, affiliates or sub-contractors.

5 YOUR RESPONSE

5.1 Responses must specify the contractual commitments you are making to the delivery of the Contract. It is for Potential Suppliers to determine what format their Responses should take. However, please ensure that within your Response you address as a minimum the following categories. You should also note that your Response will be used to populate the Contract Schedules, so you must ensure that you make clear contractual commitments throughout.

- **Quality Category 1 – Digitisation**

Describe **fully** the **Digitisation** activities that you will deliver under the Contract, and the proposed timescale for digitisation. Please also tell us what risks you have identified that could impact on your ability to deliver the activities as you've described, and how you intend to address these. Although subcontracting arrangements for digitisation need not be formally confirmed at this stage, you should indicate your preferred subcontractor in your response.

Suppliers should note that all digitisation activities are subject to a survey and conservation of the Collection by a project conservator, to be paid for by the Supplier as per Clause 6.12 of the standard licensing terms and conditions in Annexe A.

Your response to this category will be scored on a scale of 0 to 10 (unweighted). **A minimum score of 7 (unweighted) is required for you to be considered for Contract award.** Your response will be used to populate the Contract Schedules, so you must ensure that you make clear contractual commitments throughout and provide high-quality, compelling and convincing evidence to support all elements of your response.

For further details on the Digitisation requirements, please refer to page 2 of Appendix B.

- **Quality Category 2 – Publication**

Describe **fully** your expected timetable for **Publication** of the Collection and how you have reached those projections. Please also tell us what risks you have identified that could impact on your ability to meet this timetable, and tell us what mitigating actions you will put in place to manage them.

Your response to this category will be scored on a scale of 0 to 10 (unweighted). **A minimum score of 7 (unweighted) is required for you to be considered for Contract award.** Your response will be used to populate the Contract Schedules, so you must ensure that you make clear contractual commitments throughout and provide high-quality, compelling and convincing evidence to support all elements of your response.

For further details on the Publication requirements, please refer to page 3 of Appendix B.

- **Quality Category 3 – Marketing & PR**

Describe **fully** your intended plan for **Marketing & PR** of the Collection. Please also tell us what risks you have identified that could impact on your ability to meet this plan, and tell us what mitigating actions you will put in place to manage them.

Your response to this category will be scored on a scale of 0 to 10 (unweighted). **A minimum score of 7 (unweighted) is required for you to be considered for Contract award.** Your response will be used to populate the Contract Schedules, so you must ensure that you make clear contractual commitments throughout and provide high-quality, compelling and convincing evidence to support all elements of your response.

For further details on the Marketing & PR requirements, please refer to page 4 of Appendix B.

- **Quality Category 4 – Online Publication**

Describe **fully** the **Online Publication** that you will deliver under the Contract, as described in **Appendix A** - what standards you will adhere to in doing so and what assumptions, if any, you have made in designing your proposed solution(s).

Your response to this category will be scored on a scale of 0 to 10 (unweighted). **A minimum score of 7 (unweighted) is required for you to be considered for Contract award.** Your response will be used to populate the Contract Schedules, so you must ensure that you make clear contractual commitments throughout and provide high-quality, compelling and convincing evidence to support all elements of your response.

For further details on the Online Publication requirements, please refer to pages 5-6 of Appendix B.

- **Quality Category 5 – Added Value**

Describe **fully** any **Added Value activity or activities** that you will deliver under the Contract, and provide evidence of your reasons why you feel such activities will add financial or other value to the collection, the contract and/or to TNA.

NOTE: For the avoidance of doubt, as per Appendix B paragraph 1.1, the core digitisation requirement comprises the documents outlined in Appendix C, Schedule 2: Part 1. The core digitisation requirement must be delivered within the timescales outlined in Appendix B, paragraph 2. Added Value activities under this Category may need to take place outside these timescales, for example if additional TNA Conservation work is required.

Your response to this category will be scored on a scale of 0 to 10 (unweighted).

- **Quality Category 6 – Revenue Projections**

Describe **fully** the **Revenue** that you expect to generate throughout the 10 year Term of the Contract and how you have reached those revenue projections (and evidence thereof) such as expected number of sales and retail price. Your response to this category will be scored on a scale of 0 to 10 (unweighted). **A minimum score of 7 (unweighted) is required for you to be considered for Contract award.**

NOTE: Your Revenue Projections must be based solely on the core digitisation requirement as outlined in Appendix C, Schedule 2: Part 1 (i.e. your contractual delivery under Quality Categories 1 to 4 inclusive), and not include any Added Value activities you may have chosen to describe under Quality Category 5.

For further details on the Revenue Projection requirements, please refer to page 7 of Appendix B.

- **Category 7 – Royalty Return**

Please also describe **fully** in terms of a percentage of your revenue the projected **Royalty Return** that you will pay to TNA throughout the 10 year Term of the Contract. If your projections are based on a contractual period of primacy, please provide details thereof.

NOTE: TNA requests that potential suppliers do not make any commitments to a fixed or guaranteed financial return within their response.

NOTE: Your Royalty Return must be based solely on the core digitisation requirement as outlined in Appendix C, Schedule 2: Part 1 (i.e. your contractual delivery under Quality Categories 1 to 4 inclusive), and not include any Added Value activities you may have chosen to describe under Quality Category 5.

Your response will be used to populate the Contract Schedules, so you must ensure that you make clear contractual commitments throughout.

For further details on the Revenue Projection requirements, please refer to page 7 of Appendix B.

6 EVALUATION METHODOLOGY

Responses will be evaluated, and a Contract Award decision made, using the following criteria:

CATEGORY	MAXIMUM AVAILABLE UNWEIGHTED SCORE	MINIMUM UNWEIGHTED SCORE REQUIRED	WEIGHTING	MAXIMUM AVAILABLE WEIGHTED SCORE
Quality Category 1 - Digitisation	10	7	1	10
Quality Category 2 – Publication	10	7	1	10
Quality Category 3 – Marketing & PR	10	7	1	10
Quality Category 4 – Online Service	10	7	1	10
Quality Category 5 – Added Value	10	-	1	10
Quality Category 6 – Revenue Projections	10	7	1	10
Category 7 - Royalty Return	10	N/A	7	70
Total				130

For each Quality Category (1 to 5 in the table) 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. **Please note that some of the questions in each Quality Category are subject to a minimum score requirement. You must achieve each of those minimum scores in order to be considered for Contract award.**

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.

	<ul style="list-style-type: none"> • 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.

7 PROCUREMENT TIMETABLE

The Procurement Timetable is as follows:

Ref.	Description	Date
1	Invitation to Tender published	17 April 2019
2	Deadline for Potential Suppliers to express interest by emailing procurement@nationalarchives.gov.uk	5pm, 30 April 2019
3	Timebox for Potential Suppliers to meet with TNA to test ideas, to negotiate, and to refine their Responses	Late-April to early June 2019
4	Deadline for Potential Suppliers to submit clarification questions to procurement@nationalarchives.gov.uk *	5pm, 7 June 2019
5	Deadline for Potential Suppliers to submit their Responses to procurement@nationalarchives.gov.uk	5pm, 19 July 2019
6	TNA to evaluate Responses and to identify preferred Supplier	By 9 August 2019
7	Mandatory standstill period ends, contract award	By 19 August 2019

**Any clarification question received that TNA deems to be relevant to more than one Potential Supplier may be shared with all Potential Suppliers participating in the Procurement Process*