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**MEDIA MONITORING**

**INVITATION TO TENDER**

**DEADLINE FOR TENDER SUBMISSIONS - 5PM (UK TIME), 1ST NOVEMBER 2019**

1. **ABOUT US**
   1. The National Archives (TNA) is the official archive and publisher for the UK government, and for England and Wales, holding official records containing 1,000 years of history. 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. We are a non-ministerial department and our parent department is the Department for Digital, Culture, Media and Sport. More information on TNA can be found at [www.nationalarchives.gov.uk](http://www.nationalarchives.gov.uk).[Archives for Everyone](https://www.nationalarchives.gov.uk/about/our-role/plans-policies-performance-and-projects/our-plans/archives-for-everyone/) sets out our plans for the next few years.
   2. TNA holds over 11 million historical and government records, houses approximately 500 staff and currently welcomes approximately 80,000 visitors per year.
   3. TNAalso fulfils a leadership role for the archive sector and works to secure the future of physical and digital records throughout the UK.
2. **THE REQUIREMENT** 
   1. TNA wishes to procure **Media Monitoring Services** for the period 1st January 2020 to 31st December 2021 (two years) with a possible extension of one further year. If possible, to allow for a smooth transition from our existing media monitoring service, TNA would like this contract to commence during December 2019 as our current service contract ends on 31st December 2019.

* 1. A description of the services we require are attached as **Appendix A**. Potential Suppliers should note that TNA requires a daily media monitoring report to be delivered to nominated email inboxes by 7am, 365 days a year excluding Christmas Day. Then media monitoring should be carried out against a list of keywords supplied by TNA. The list of keywords currently in use is attached as **Appendix B**.

**3 HOW TO RESPOND**

3.1 If you have any clarification questions related to this requirement, please submit these to [procurement@nationalarchives.gov.uk](mailto:procurement@nationalarchives.gov.uk) by 12 noon on Friday 18th October 2019.

3.2 Please submit your response to this requirement to [procurement@nationalarchives.gov.uk](mailto:procurement@nationalarchives.gov.uk) by 5pm on Friday 1st November 2019**.**

3.3 Your response should comprise the following:

* A description of your proposed service;
* Your relevant experience in delivering the types of services that we require;
* Your proposed pricing;
* The contact details of a previous or current customer with whom we can take up a telephone reference

1. **EVALUATION CRITERIA**

4.1 Responses will be evaluated as follows:

**Price 30%**

**Quality 70%**

4.2 For the Quality Category, a point score between 0 and 10 is available. These points will be allocated applying the criteria as listed in the table below. If your response has mainly the criteria of one score, but also has one or more criteria of a lower score, then your response will be awarded the lower score.

|  |  |
| --- | --- |
| **10 Points** | * Potential Supplier’s Tender Response **exceeds** TNA’s expectations. * Potential Supplier’s Tender Response makes clear contractual commitments throughout. * Potential Supplier has provided high quality, compelling and convincing evidence to support all elements of their Tender Response. * Potential Supplier has submitted a Tender Response, which is highly relevant to the Requirement. * Potential Supplier’s Tender 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** | * Potential Supplier’s Tender Response **meets** TNA’s expectations. * Potential Supplier’s Tender Response makes clear contractual commitments throughout. * Potential Supplier has provided evidence to support most elements of their Tender Response. The evidence supplied is good and relevant to the Requirement. * Potential Supplier has submitted a Tender Response, which is highly relevant to the Requirement. * Potential Supplier’s Tender 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** | * Potential Supplier’s Tender Response **partly meets** TNA’s expectations. * Potential Supplier’s Tender Response makes clear contractual commitments only in part. * Potential Supplier has provided evidence to support only some elements of their Tender Response. * The evidence supplied has only some relevance to the Requirement. * Potential Supplier’s Tender 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** | * Potential Supplier’s Tender Response **fails to meet** TNA’s expectations. * Potential Supplier’s Tender Response makes limited contractual commitments * Potential Supplier has provided little or no evidence to support most elements of their Tender Response. * The evidence supplied is weak and has limited relevance to the Requirement. * Potential Supplier’s Tender 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** | * No Response submitted. |

1. **PROCUREMENT TIMETABLE**

|  |  |
| --- | --- |
| **Description** | **Date(s)** |
| Invitation to Tender issued | 11th October 2019 |
| Deadline for submission of clarification questions | Midday, 18th October 2019 |
| Deadline for TNA to answer clarification questions\* | 5pm, 23rd October 2019 |
| Deadline for submission of Tender Responses | 5pm, 1st November 2019 |
| Time box for TNA to evaluate submissions | w/c November 4th 2019 |
| Time box for TNA to invite shortlisted suppliers to discuss their submission | w/c November 18th 2019 |
| Contract award | w/c November 25th 2019 |

**\****Any clarification question that TNA deems to be relevant to more than one Potential Supplier will be shared with all Potential Suppliers via Contracts Finder.*

TNA reserves the right, at its sole discretion, not to appoint for this requirement.

The Contract will be awarded under our [standard terms and conditions](http://www.nationalarchives.gov.uk/about/commercial-opportunities/information-for-our-suppliers/)

**Appendix A – Service Description**

* **UK Online Media, Press and Broadcast Monitoring**

We require the following services, in the following categories and estimated volumes. We require coverage of all UK national and regional newspapers, broadcasters and magazines.

|  |  |
| --- | --- |
| **Service** | **Estimated Volume Category** |
| Online Media Monitoring Service, National & Regional (without summary) | 0-250 per month |
| Press Monitoring Service, National & Regional (without summary) 0-250 per month | 0-250 per month |
| Broadcast Monitoring Service, National & Regional (without summary) | 0-250 per month |

Please note that at various times a year we host a press event whereby members of the media are given advance access to UK Government files which are about to be opened under the 20-year rule. This generates significant additional media coverage for us, meaning that in some months we may exceed a volume of 250. We will be able to tell you a number of weeks in advance when each press event is due to take place and when the embargo will be lifted in order that you can monitor any increase in traffic this generates.

* **Social Media Monitoring**

At present, we do not monitor social media. We have two twitter accounts and a Facebook page and we anticipate we are at the lower end of the social media volume scale. We need to monitor our social media presence in a more formal way in order to move forward and so are interested in seeing reports from social media sites such as Twitter and Facebook (but not exclusively). We are not interested in chat fora. To begin with, we would expect to be in the 0-10,000 items per month category.

* **International Media Monitoring**

We require the following services, in the following categories and estimated volumes.

|  |  |
| --- | --- |
| **Service** | **Estimated Volume Category** |
| Online Media Monitoring Service (without summary) | 0-250 per month |
| Press Monitoring Service (without summary) | 0-250 per month |
| Broadcast Monitoring Service (without summary) | 0-250 per month |

We are currently seeing an increase in our international coverage but it is still hard to quantify. To begin with, we would therefore expect to be in the 0-250 items per month category for each service. The countries where we have had coverage include Russia, Cyprus, Japan, Hong Kong, USA, Canada and the Middle East. We are interested in English-speaking media outlets.

For our press event in July 2019 for the release of files from 1995, for example, we had journalists representing outlets in the following countries Gibraltar, Russia, Greece, Japan, Ireland, and Hong Kong.

We do know in advance, what countries are included when we open Foreign and Commonwealth Office files and will be able to alert you of this in advance. There is often significant media interest in these files as they give an insight into government thinking behind (sometimes) major international events.

* **Forward Planning Database** - with access for up to 6 users at The National Archives
* **Journalist Contact Database** - with access for up to 6 users at The National Archives

**Appendix B – Keywords Currently In Use**

**Executive Team of The National Archives:**

Jeff James (Chief Executive and Keeper)

Paul Davies (Chief Operating Officer)

Caroline Ottaway Searle (Director of Public Engagement)

Dr Valerie Johnson (Director of Research and Collections)

John Sheridan (Digital Director)

Neil Curtis (Finance and Commercial Director)

Lucy Fletcher (Director for Government)

**Management board of the NA:**

Mark Richards

Lesley Cowley OBE

Dr Claire Feehily

Baroness (Ros) Scott of Needham Market

**Spokespeople of the NA:**

Mark Dunton (Principal Records Specialist, Contemporary Records)

Roger Kershaw (Head of Audience Delivery)

Audrey Collins (Records Specialist, Family History)

Stephen Twigge (Head of Collections – Modern)

Sean Cunningham (Head of Medieval Records)

Juergen Vervoost (Head of collection care)

Christopher Day (Head of Modern Domestic)

Katie Fox (Programme Lead, Audience Specialist)

Amanda Bevan (Head of Legal)

Juliette Desplat (Head of Overseas, International & Security)

George Hay (Head of Defence, Maritime and Environment Team)

Vicky Iglikowski–Broad (Principal Records Specialist - Diverse Histories)

Euan Roger (Medieval Records Specialist)

Paul Dryburgh (Principal Medieval Records Specialist)

Katy Mair (Head of Collections)

**Government Ministers:**

Lord Ashton of Hyde, Parliamentary Under Secretary of State at the Department for Culture, Media and Sport

**The National Archives Trust**

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| Chair: Sir Anthony Seldon  Trustees:  Tracy Borman  Diarmaid MacCulloch  Ben Macintyre,  Olivette Otele  Dominic Sandbrook  Anne Sebba  **The National Archives**  [www.nationalarchives.gov.uk](http://www.nationalarchives.gov.uk)  Friends of The National Archives |
| 20-year rule  Open Government Licence  Discovery – our online catalogue  Advisory Council or Advisory Council  Lord Dyson Master of the Rolls (only in relation to any story related to The National Archives) |
| The National Archives  TNA | |
| Legislation | |
| Digital  Digital Transformation | |
|  | |
| Staff | |
| Innovation  Transforming Archives  Explore Your Archive  Archives for the 21st Century  Archives Inspire or Archives Inspire  Archives are for Everyone  Records Management (only when it relates to UK Government)  File Releases (when it relates to The National Archives or UK local archives)  Freedom of Information (when it relates to UK Government or its department | |

**CYBER SECURITY & INFORMATION MANAGEMENT**

Information assurance

Information security

Cyber security (including cyber-security and cybersecurity)

Cyber attack (cyber-attack, cyberattack)

Hacker(s)

Open data

Public sector information (PSI)

Information management

Digital preservation

Digital record

Born digital (born-digital)

Freedom of information **– coverage from Nationals ONLY**

File shredding

Document shredding