

Opportunity to take a long-term loan of the life-size LauncherOne replica rocket



[Replica rocket on display outside the Science Museum in London, October 2022 left and middle, and on display at Spaceport Cornwall, right]

Opportunity and context

Earlier this year, the UK made history by conducting the first ever orbital launch from UK soil. With additional vertical launches also planned from Scotland over the coming year, this demonstrates the UK's growing launch capability and position as a leading spacefaring nation.

Our ambition is to build on the profile of launch to inspire and engage young people about space and the career options available in order to sustain the talent pipeline.

In 2022 the UK Space Agency commissioned a life-size, 72ft replica of Virgin Orbit's LauncherOne rocket to provide an exciting and engaging asset to support the delivery of our education objectives as well as increased awareness of launch from the UK.

The replica formed the basis of a high-profile UK Space Agency rocket replica [education event held outside the Science Museum](#) in London in October 2022 during which the rocket was seen by an estimated 100k people over the weekend.

The replica was on display at Spaceport Cornwall during the historic first launch from UK soil in January, and since this time has remained on site to offer additional opportunities for local school children to visit and receive guided learning sessions. The replica will stay on site at Spaceport Cornwall until late Spring 2023, and then embark on a UK-wide STEAM education tour of 10 locations around the UK, ending in early September 2023.

The UK-wide STEAM tour will support the UK Space Agency's core education objective to inspire and engage young people, particularly those from under-represented groups, about space and the career opportunities available for 'people like me' with a view to building a sustainable space talent pipeline.

After the conclusion of the tour in late Summer 2023*, we need to identify a home for the replica rocket where it can stay on a long-term loan (ideally for a minimum of three years) and continue to inspire children and young people and support our overarching educational objectives.

Therefore, we are now seeking to identify a suitable partner and location to take the replica rocket on a long-term loan.

**Timings are approximate and therefore flexibility is required to fit with the exact timings of the tour.*

Expression of Interest

- We are seeking a suitable partner/location to have responsibility for and host the replica rocket on a long-term loan. This partner location needs to be within the UK.
- In order to identify the correct partner and long-term location for the replica, the UK Space Agency will assess a number of criteria including opportunities for the public to see and engage with the rocket and how your approach can continue to support our education objectives (details in Appendix below). Therefore, any interested parties will need to submit a formal [Expression of Interest via the Contract Finder notice](#).
- Within this Expression of Interest, we will be looking for applicants to demonstrate how they will encourage footfall to, and engagement with, the replica rocket, outlining their plan of supporting activity. This will need to clearly outline the anticipated audience breakdown and reach of proposed activity (including proposed evaluation metrics) and demonstrate effective return on investment for the Agency.
- The new Project Partner will need to ensure that the replica rocket remains free to view for the public within the UK and is not located behind a pay barrier or mechanism which could provide additional financial income for the host partner.
- The UK Space Agency will review applications to the EOI and select the most suitable partner that best demonstrates how they meet these criteria.
- A contract for the cost of £1 shall be instructed for the chosen partner to accept. Terms and conditions for that contract are outlined here (attached).
- On acceptance of this contract, the UK Space Agency will work with the new Project Partner to receive the replica rocket, the display brackets and 2 full size storage containers. The partner will be responsible for all parts of the replica rocket including the rocket, stands and 2 x storage containers.
- The UK Space Agency will cover transport and installation costs of the replica into the agreed location – the Project Partner would be responsible for the display and upkeep of the replica, and we would expect them to keep it in good condition and make good any damage that occurs.
- The chosen location must agree to include appropriate UK Space Agency branding (which will be supplied by the Agency) for display onsite alongside the rocket. The

chosen partner will be responsible for the upkeep and any insurance while it is in their possession.

- The Agency (or members of HMG) may wish to visit the replica rocket or use it for media opportunities, and therefore would need to be able to have reasonable access to the rocket as required (identifying a suitable process and timelines for any requests will be agreed with the chosen supplier).
- This may also include a request to re-tour the replica rocket (if required) by HMG and we would expect that due consideration would need to be given to any such request from the new Project Partner.

** we are looking for the replica to be on display for a minimum of 3 years but please reflect your preferred length of loan in your EOI response.

Expression of Interest Form

	Response	Guidance on what to include
Organisation name & address		
Organisation lead name and contact details		
Replica rocket location and rationale		Please show a detailed description of your proposed display location site for the rocket, explaining why you have chosen this site and why you have chosen it. Your chosen location must be within the UK.
Footfall and opportunities to see the rocket		Please outline the current footfall / number of visitors to this location proving any evidence and breakdown where possible of visitors that would usually visit/see this site. Please outline your current programme of activity and outreach that drives these visitors.
Additional programming activity to increase footfall		Please outline any additional activity and programming that you would implement to support the display of the rocket. Please include any additional activity to engage with underrepresented groups. [Please refer to guidelines within the Appendix on Audience and Objectives]. Based on your programme of activity, please identify what additional footfall/visitors would have the opportunity to see / engage with the replica rocket, evidencing your rationale where appropriate.
Supporting communications and digital plan		Please include your approach to communications and what campaign / digital resources you will put in place to support deeper engagement.

		Please outline how you plan to drive both physical and digital footfall, including identifying potential digital reach and audience profile for your activity.
Identifying audiences		Please outline how your approach and activity will specifically support our education objectives to inspire and engage those from underrepresented groups, demonstrating that space is accessible for 'people like me'. Please refer to Appendix 3 for more information.
Logistics & security		Please outline any potential issues or concerns that may prevent the replica being installed safely and securely. Please outline what level of security would be in place.
Timing		Please identify how long you would anticipate having the replica rocket on display at your chosen location and why. Please note, the replica will be available to install from approximately Sept 2023 so please factor this timing into your plans and highlight if there will be any downtime before being able to display the rocket.
Summarise why you are best placed to take the replica rocket.		Please summarise your vision and how else you can support our education objectives.
HMG access and use of rocket		Once installed, members of the Agency / HMG may request to visit the rocket / use it for media. We also reserve the right to give notice and take the replica back for a pre-defined period (eg another UK tour). Please outline briefly how you would manage this, highlighting any potential concerns, timings and potential known blackout dates.
Agreement to the T&Cs		Applicants are to confirm acceptance to the T&Cs as per the draft contract attached to the notice.

Appendices

1. Scoring the submissions.

We will be scoring the submission based on the responses to the criteria identified in the EOI and how these align to our education objectives (shown below). For guidance, we will be looking for responses which clearly identify both (a) what activity you will put in place to reach out and engage with audiences, and (b) your proposed reach for these activities (physical footfall and digital reach).

Scoring criteria – the above responses will be scored as shown:

0	The Question is not answered, or the response is completely unacceptable.
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10	Extremely poor response – they have completely missed the point of the question.
20	Very poor response and not wholly acceptable. Requires major revision to the response to make it acceptable. Only partially answers the requirement, with major deficiencies and little relevant detail proposed.
40	Poor response only partially satisfying the question requirements with deficiencies apparent. Some useful evidence provided but response falls well short of expectations. Low probability of being a capable supplier.
60	Response is acceptable but remains basic and could have been expanded upon. Response is sufficient but does not inspire.
80	Good response which describes their capabilities in detail which provides high levels of assurance consistent with a quality provider. The response includes a full description of techniques and measurements currently employed.
100	Response is exceptional and clearly demonstrates they are capable of meeting the requirement. No significant weaknesses noted. The response is compelling in its description of techniques and measurements currently employed, providing full assurance consistent with a quality provider.

2. UK Space Agency - Spaceflight Aims and objectives

- The core objective of the UK Space Agency's Spaceflight Inspire education strategy is to:

Inspire and engage young people, particularly those from under-represented groups about launch from the UK and encourage the uptake of STEAM (Science, Technology, Engineering, Art & Maths) subjects with a view to building and sustaining the future space talent pipeline.

- A key focus of our strategy is to engage young people from a diverse range of under-represented groups and harder to reach communities.
- This means engage young people who may not be already have an interest in space or who may not be aware of the opportunities available in the sector in order to demonstrate that they are able to pursue space-related careers.
- **We are looking for a partner that will be able to demonstrate how their loan of the replica rocket will help to achieve these objectives.**

Supporting our wider programme objectives

- Government's aim is for the UK to become the leading provider of commercial small satellite launch in Europe by 2030, requiring the creation of an internationally competitive, commercially sustainable, UK small launch market. In order to achieve this goal, there is a need to secure a pipeline of skilled launch professionals.
- We want to build on the profile created by the first ever launch from UK soil earlier this year to inspire the next generation of scientists, engineers and space entrepreneurs as well as promote the UK's position as a leading spacefaring nation.
- Delivering the UK-wide Replica Rocket education outreach tour will help deliver these aims and our wider Spaceflight communications objectives to:
 1. **INSPIRE and ENGAGE** young people, particularly from under-represented groups, about launch from the UK, increasing interest in STEM subjects in order to sustain the future talent pipeline;
 2. **PROMOTE** the UK's position as a world-leader in the small satellite launch market;

3. **HIGHLIGHT** the role of HMG in successfully enabling launch from the UK, increasing our reputation as a science superpower;
4. **INFORM** the UK public and interested parties about the benefits of commercially sustainable launch from the UK, in order to increase advocacy towards HMG's spaceflight activities.

3. Audiences for the Replica Rocket UK Tour

Primary audience

- Our aim is to inspire children and young people under the age of 18 – with a core target being 9-13 year olds.
- Drawing on UCL's 2020 ASPIRES 2 report (2020): [Young people's science and career aspirations, age 10-19](#) and learnings from the Principia Rocket Science programme, we know that to engage young people in science and encourage them to take up STEM subjects, it is imperative to engage them as early as possible - ideally in primary school.
- Therefore, our core focus on the late primary school/early secondary school ages as this is a particularly influential age when beginning to consider future job options and well ahead of making exam subject choices.

Under-represented and harder to reach groups -

- As identified above, a key aim of our education objective is to target those from underrepresented groups with a view to change awareness and attitudes to working in the sector and demonstrating that the opportunities available are accessible for all and especially for 'people like me'.
- Therefore, there is a need to consider how the placement and visit opportunities of the replica rocket will be accessible to harder to reach groups, with a specific focus on consideration of reaching women/girls.

Supporting audiences

- Young people are also an effective conduit to reach parents/carers and therefore this outreach activity will act as both a mechanism to build 'science capital' among parents and families as well as increase their knowledge about the UK's spaceflight activities.

Therefore, our supporting audiences are

- *Families / educators* – those who support children and young people to make informed decisions around education and career choices, noting the benefits of engaging with parents to pass on the value of science capital within families.
- *General public* – so that there is an increased awareness and understanding of the benefits of launch from the UK.

Submission of responses

Responses are due by the closing date indicated on the Contract Finder notice. Completed submissions should be issued to: commercial@ukspaceagency.gov.uk with the title "UKSAC23_0038-Proposal Response". Any submission issued to an alternative email account or after the deadline for submissions may not be considered.