



**Pre-Market Engagement
Audience Insights Research
Our Ref: NHMF 318**

Version Control:

V1.0 – 5 August 2022 2022.

Ref NHMF 318: Procurement of Audience Insights Research.

Fund Background:

Thank you for your interest in this pre-market engagement exercise.

The National Lottery Heritage Fund was set up in 1994 to give grants to a wide range of projects involving the local, regional and national heritage of the United Kingdom. We distribute a share of the money raised by the National Lottery for Good Causes.

We allocate grants to projects in England, Northern Ireland, Scotland and Wales and since 1994, we have awarded £8billion to more than 40,000 projects across the UK.

We are officially known as a 'non-departmental public body'. This means that, although we are not a government department, the Secretary of State for Digital, Culture, Media and Sport issues financial directions to us and we report to Parliament through the department. Our decisions about individual applications and policies are entirely independent.

The Fund is administered by the Trustees of the National Heritage Memorial Fund, which separately allocates grants to our national heritage, acting as a fund of 'last resort'.

The National Lottery Heritage Fund is the UK's leading funder of our diverse heritage and the only heritage organisation that operates both across England, Northern Ireland, Scotland and Wales and funds the entire spread of heritage – including buildings, museums, natural heritage and the heritage of cultural traditions and memories.

For additional background please visit www.heritagefund.org.uk

Audience Insights Research:

The Heritage Fund will commission a detailed review and segmentation of our audiences to help us assess existing perceptions of our brand and better understand the needs and preferences of different audience groups.

The aim of this research will be to produce an approach to audience segmentation that has broad applicability across the Heritage Fund and that will support staff working in different areas to better understand the audiences they are targeting and to improve their approaches to tailoring communications.

The audience segmentation should draw on information from a range of existing sources – including but not limited to communications data, applicant data, recent

stakeholder consultations and previous research commissions – and to build on this, where appropriate, with targeted pieces of additional new research with specific audience groups.

The segmentation should be designed to integrate with our current data systems to enable continuous monitoring and further tracking and development.

We expect the outcomes of the research to include the final segmentation, as well as recommendations and support to implement and use the segmentation within different teams and across different areas of work.

We will be seeking a supplier who can provide a bespoke solution for the organisation. It must be designed and tailored to work with, and evolve alongside future developments to, our existing processes and data systems.

Anticipated Contract Value:

We anticipate that the contract value will be circa £40,000 ex VAT (£50,000 inc. VAT)

Pre-Market Engagement :

As part of our pre-market activities, the Fund wishes to engage with interested suppliers that can supply the services listed above.

Please contact us via procurement@heritagefund.org.uk and clearly mark your email subject as “**NHMF 318: Procurement of Audience Insights Research**”.

In particular, we are keen to engage with suppliers with regards to –

- Provisionally noting your interest in this requirements
- Commenting upon the information provided
- Asking questions

It is anticipated that we will review questions and post a summary of these, along with our response, on the Contracts Finder portal on Tuesday 30 August 2022.

Please be aware that the pre-market engagement is not part of the formal procurement process.

Next steps:

Full details of this opportunity will be confirmed in the Invitation to Tender which is due to be released in September 2022.

A full timetable will be published in due course, following the completion of the pre-market engagement process. An indicative provisional timetable (which may be subject to change) is given below -

Activity:	Provisional Date:
Notice on Contracts Finder / Find a Tender Service	Pre-market notice = 5 August 2022, ITT notice TBC, late August / early September 2022.
Deadline for Expressions of Interest (if any)	Ongoing.
Invitation to Tender issued (complete with all associated schedules)	September 2022
Deadline for receipt of written questions	To be confirmed, w/c 19 September 2022.
Fund to upload responses to bidder questions.	To be confirmed, w/c 19 September 2022.
Deadline for submitting tender returns	To be confirmed, w/c 3 October
Confirmation of contract with Preferred Bidder	October 2022
Voluntary Standstill Period (if any)	TBC NB – any standstill period will be a voluntary standstill period, and will therefore not be required to follow the process as described in the Public Contracts Regulations 2015.
Notification of formal contract award	October 2022
Inception meeting	November 2022
Completion of Contract	March 2023