

INVITATION TO TENDER
APPENDIX B

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

1. DIGITISATION

1.1 Documents

There is a **mandatory** requirement to digitise the documents outlined in **Appendix C, Schedule 2: Part 1**. There is an **OPTION** to digitise the documents outlined in **Appendix C, Schedule 2: Part 2**. The Supplier should describe fully its plans, if any, to supplement this with further content from TNA.

1.2 Conservation

The Supplier should note that as part of the contract there is a **mandatory** requirement to pay for the cost of the Collection Care survey and conservation on the documents in the Collection, as well as all other direct costs of facilitating the onsite digitisation operation, in accordance with Clause 6.12 of the standard licensing terms and conditions in Appendix A.

1.3 Digitisation Timetable

- 2.1.1 The Supplier should describe fully the expected milestones for digitisation, including the proposed commencement date.
- 2.1.2 There is a **mandatory** requirement to commence digitisation within 12 (twelve) months of the award of contract on 19 August 2019 (i.e. by 19 August 2020). Commencement of digitisation within 6 (six) months (i.e. by 19 February 2020) is likely to exceed TNA's expectations.

1.4 Digitisation Vendor

The Supplier should provide details of its proposed digitisation vendor and their suitability to carry out the work both in terms of past experience and equipment. Whilst there is no prescription to digitise with a particular vendor, there is an **OPTION** to use TNA's Reprographics service to digitise all or a substantial part of the Collection.

1.5 Deposit of Digital Surrogates

There is a **mandatory** requirement for the Supplier to deposit with TNA a full set of the digitised licensed material within 6 (six) months of completion of digitisation or 6 (six) months from publication of the Collection, whichever is the sooner, in accordance with Clause 4.9 of the standard licensing terms and conditions in Appendix A.

2. PUBLICATION

2.1 Date of Publication

- 2.1.1 There is a mandatory requirement to publish the Collection by 19 August 2021, 2 (two) years from the award of contract on 19 August 2019.
- 2.1.2 The Supplier should state when it intends to publish the Collection, along with evidence of key milestones such as digitisation and post-production dates to support its projection. Publication within 1 (one) year from award of contract (i.e. by 19 August 2020) is likely to exceed TNA's expectations.
- 2.1.3 Failure to fulfil this mandatory requirement shall result in the rights granted under the contract being withdrawn and the contract terminated.

3. MARKETING & PR

3.1 Engagement with TNA

- 3.1.1 The Supplier should provide details of how it will engage with TNA in order to raise the profile of the Supplier and TNA, including but not limited to: collaboration with TNA's Marketing & Press Department and proposals for TNA branding.
- 3.1.2 TNA has a programme of public engagement and is interested in discussing any or all opportunities for potential collaboration based on the Collection and its themes.

3.2 Publication

- 3.2.1 TNA expects the Supplier to undertake promotion upon publication that will raise the profile of the Supplier and TNA. There must be a plan for longer-term promotion and marketing that will continue to drive and increase engagement.
- 3.2.2 The Supplier should provide details of how it intends to promote the Collection during and after publication. Such activities may include but are not limited to: videos and social media, free trials, marketing print and promotion at key academic and trade conferences. The Supplier's response will be evaluated on evidence such as sales reach, presence at trade conferences and marketing and media campaigns on previous digital collections.
- 3.2.3 By way of example, a new and innovative approach may include the interpretation of documents and mining of metadata to raise the profile of the Collection and/or its subject matter within or beyond the academic sphere. For example, a Collection based exclusively on TNA's criminal files may be promoted through a free-to-access resource presenting a survey of crime rates throughout history.

4. ONLINE PUBLICATION

4.1 Attribution

There is a **mandatory** requirement that all images show appropriate attribution back to TNA. TNA does not have a mandatory requirement for the site to be co-branded, however the Supplier should propose how it intends to address branding.

4.2 Interpretative content

The Online Publication should have contextual narrative or interpretive content that gives the end-user a 'value-added' experience. The proposition may include historical interpretation, narrative content and context. The content will need to be presented in a way that is innovative, engaging, and easy to understand.

4.3 Third Party Content

The Supplier should state whether it intends to supplement the Collection with content from sources other than TNA and, if so, the approximate percentage of the Online Publication TNA's contribution will comprise.

4.4 Metadata & Functionality

- 4.4.1 TNA has an active role in academic research and is interested in discussing opportunities to develop this.
- 4.4.2 The Supplier should specify whether it intends to make available its metadata from the Collection for the use of TNA staff, and describe restrictions – if any – that it will place on such usage. Standard licence terms and conditions state that the intellectual property rights in the metadata created by the Supplier remain with the Supplier (for the avoidance of doubt image rights are retained by TNA, see the licence terms in Clause 2.3 of Appendix A).
- 4.4.3 The primary route for end users to access the Collection will be online via the website of the selected Supplier. It is therefore vital that the online proposition is fit for purpose, easy to use, technically robust, stable and continually available. The Supplier should describe how its online proposition will meet these standards, as well as features which may exceed TNA's expectations, such as the application of handwritten recognition technology where appropriate.

4.5 Access and GDPR

- 4.5.1 There is a **mandatory** requirement to provide free-of-charge access for visitors and researchers and staff at TNA's site (Kew, London, UK).
- 4.5.2 To comply with GDPR regulations the Supplier must have a take-down procedure that enables all the details of an individual to be removed from the online service,

both from the image and any transcription. TNA requires that upon initial notification, from either TNA, or an individual themselves who must supply proof of identity, the Supplier immediately removes the information while it is established whether the information should be permanently taken-down. If the information is to be permanently taken-down, this Supplier should consider how this can be achieved with:

- Manual redaction of the line entry on the image
- Re-publication of the redacted image
- Removal of the individual's details from the search

It is only acceptable simply to remove the entire image where it is made clear on the site that a page has been redacted due to GDPR provisions.

5. REVENUE PROJECTIONS & ROYALTY RETURN

5.1 Revenue and royalty projections

- 5.1.1 The award of this contract includes a 10-year licence to publish the Collection online (commencing from the Effective Date of the contract).
- 5.1.2 For the period of publication, the Supplier must submit a detailed revenue forecast. This forecast should include revenue projections throughout the 10 year Term of the Contract.
- 5.1.3 If assumptions used to create the forecasts have been derived through experiences gained from other contracts, these must be stated and evidence of these provided.
- 5.1.4 The ITT submission needs to include details of the Royalty Return that the Supplier will pay to TNA throughout the 10 year Term of the Contract and what royalty rate this will be based upon. The full model should be presented, including the background data and calculations which link through to the revenue and royalty forecast summaries.
- 5.1.5 TNA expects the Collection to be subject to a **minimum** Royalty rate of 18% (eighteen per cent). The Supplier should provide details of what Royalty it proposes to pay to TNA for the Term of the contract.
- 5.1.6 There is a **mandatory** requirement for the Supplier to provide supporting evidence/statements on a quarterly or half-yearly basis to TNA