INVITATION TO TENDER

PLUGGED IN, POWERED UP ADVOCACY CAMPAIGN

CLOSING DATE FOR RESPONSES – 12 NOON, 29 NOVEMBER 2019

1.   ABOUT US

1.1   The National Archives (TNA) is the official archive and publisher for the UK government, and for England and Wales. We are the guardians of some of our most iconic national documents, dating back over 1,000 years. We are an accredited archive service.

1.2   Our 21st-century 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.

1.3   We are also responsible for leadership of the archives sector in England, framed by the strategic vision for archives [Archives Unlocked](#). The digital agenda is a central theme of *Archives Unlocked*. Digital technology has fundamentally changed what it means to be an archive and digital skills underpin much modern archival work. Digital Transformation is at the heart of the vision and, to make it happen, we committed to 'develop the digital capacity of the archives sector, to preserve digital records and increase discoverability of the paper and digital archive.'

2. PURPOSE

2.1   The purpose of this procurement process is for The National Archives to select a supplier to design and deliver a campaign to advocate for increasing digital capacity in the archive sector. The campaign will inspire archivists and their senior managers to embrace with urgency the challenge of digital preservation, access and engagement.

2.2   We want the campaign to:

- Raise awareness of the value of digital archives and signpost the resources that are available as part of our 'Plugged in, Powered up' strategy
- Increase the confidence and motivation of the archive sector to begin work now on digital preservation, access and engagement
- Encourage organisations to invest in workforce skills and digital archiving infrastructure to manage digital records.

2.3   The maximum available budget for this piece of work is £30,000 inclusive of VAT, travel and other expenses.

3. BACKGROUND, DELIVERABLES AND MILESTONES

Audience

3.1   There are two audiences of this advocacy campaign:

- Archivists
  We want to improve archivists' understanding that digital preservation is everyone's job and give them the confidence to tackle digital work. People working in the archive sector should feel motivated to work with digital records and want to improve their digital skills.
- Decision-makers
  To improve the sector's digital capacity, it is crucial that key decision-makers are on board. Many archives sit within larger organisations such as local authorities, universities, businesses or charities and therefore senior management must understand the importance of preserving digital records and making them accessible. We need to encourage decision-makers, including IT departments, to invest in the resources needed.

The need for this campaign

3.2   Today's archivists need to be equipped with the skills and technology to ensure the digital records in their custody will be preserved and made accessible over the long term.

3.3   As part of the evidence supporting our Digital Capacity Building Strategy, Plugged in, Powered up', we commissioned JISC to carry out an audit of digital skills within the UK archival workforce. The resultant Workforce Digital Skills Report showed that the sector is currently lacking in the confidence, preparedness and skills needed to tackle the digital challenge. Additionally, not a single Place of Deposit has currently accessioned a born-digital public record. Key findings from the report are contained within this Strategy paper.

3.4   The report identified that motivating and getting the archive workforce excited about engaging with digital is a significant challenge. Some segments of the archive sector do not see digital preservation as part of their role, especially if they joined the sector before the digital 'explosion.' ' However, the sector must fully embrace the reality that digital archives are the future.

The National Archives' work

3.5   The Digital Capacity Building Strategy 'Plugged in, Powered up' focuses on three main areas of digital archival work: engagement, access and preservation.

1 **Engagement** — The process by which archives are made interesting and relevant to diverse audiences.

2 **Access** — Provision of useful and usable records, metadata and context to a local and global audience.

3 **Preservation** — The active safekeeping of digital content and context to ensure both are usable now and into the future.

3.6   We envisage that by the end of the life of the strategy, the sector will be equipped with the skills and knowledge it requires to:

- Engage the public with digital records in new and exciting ways;
- Ensure that digital records can be discovered and accessed by those who need to use them;
- Deploy sufficient technology and ongoing preservation solutions that will preserve digital records over time.

3.7   To achieve these goals, we are creating a series of events, resources and opportunities for archivists:

Archive School
An onsite digital preservation training programme for archivists. This will run in 2019/20 and 2020/21
Novice to Ninja
Digital preservation training pathway and online resources to be launched in 2019/20. Further material to be developed in 2020/21.
Workflows & Architecture
This material outlines the connections and use of open source preservation software.
Innovate and Collaborate: Digital Engagement grants   Case studies to be published in 2020/21
Peer Mentoring   Peer mentoring programme to be run in 2020/21
Digital Archive Leaning Exchange (DALE)   Network of archivists organised by TNA who met up to 3 times a year to discuss matters relating to digital archiving.

Campaign Deliverables

3.8   The appointed supplier is expected to deliver are as follows:

- Develop brand and concept of the campaign
- Produce campaign collateral and carry out fulfilment and distribution
- Produce materials and takeaways to support the engagement activities listed above
- Create PR content to reach both archivist and decision-maker audiences
- Manage the campaign during the period of January to March 2020
- Provide a toolkit and communications plan covering the strategy's 3-year period
- Devise an evaluation plan to demonstrate the increased awareness and action

Project Milestones

3.9   The deadline for the work to be completed and submitted to TNA is 31 March 2020.

4. HOW TO RESPOND

4.1   If you have any clarification questions related to this requirement, please submit these to procurement@nationalarchives.gov.uk by 5pm, 15 November 2019.

4.2   Please respond by submitting your proposal to procurement@nationalarchives.gov.uk by 12 noon, 29 November 2019.

4.3   It is for you to determine what format your tender submission should take, however please make sure you address **as a minimum** the following:

  4.3.1   Your **understanding** of the project and deliverables;

  4.3.2   Details of your prior **experience** suited to the project, including understanding of digital capacity building programmes, policy and strategy.

  4.3.3   Your proposed **methodology** for delivery of the project outcomes.

  4.3.4   Names and experience of **individuals** assigned to the project, and their involvement with each phase or unit of the work.

  4.3.5   **Your contract price** – including breakdown for costs of each phase or unit of work, day rate of each team member and other costs or expenses.

4.4   Your tender response will be used to populate the contract schedules. As such, please make clear and unambiguous statements throughout.

5. EVALUATION CRITERIA

5.1 Tender submissions will be evaluated using the following criteria:

Evaluation Criteria	Maximum available unweighted score	Weighting	Maximum available weighted score
Quality (sections 4.3.1 to 4.3.4)	10	8	80
Price (section 4.3.5)	10	2	20

5.2 The Quality categories listed above will be scored using the following criteria:

10 Points	**Outstanding:** • Potential Supplier has provided a response that addresses all parts of the requirement • Potential Supplier has provided evidence to support all elements of their response • The evidence supplied is convincing and highly relevant to the requirement • Potential Supplier's response is clear and easy to understand • Where relevant, Potential Supplier has demonstrated a high level of capability to deliver new and innovative service approaches that add significant value to the project.
7 Points	**Good:** • Potential Supplier has provided a response that addresses all parts of the requirement • Potential Supplier has provided evidence to support most elements of their response • The evidence supplied is good and relevant to the requirement • Potential Supplier's response is clear and easy to understand • Where relevant, Potential Supplier has demonstrated some level of capability to deliver new and innovative service approaches which may add some value to the project
4 Points	**Average:** • Potential Supplier has provided a response that addresses some parts of the requirement • Potential Supplier has provided evidence to support some elements of their response, but not all • The evidence supplied has some limited relevance to the requirement • Potential Supplier's response is not always clear and easy to understand • Where relevant, Potential Supplier has demonstrated limited capability to deliver new and innovative service approaches, and/or has failed to demonstrate any value added to the project.
1 Point	**Poor:** • Potential Supplier has provided a response that fails to address most parts of the requirement • Potential Supplier has provided little or no evidence to support most elements of their response

	• The evidence supplied is very weak and has very limited relevance to the requirement • Potential Supplier's response is not always clear and easy to understand • Where relevant, Potential Supplier has demonstrated little or no capability to deliver new and innovative service approaches, and/or has failed to demonstrate any value added to the project.

5.3 Price scores will be based on a comparison between each Potential Supplier's price offer, based on the percentage difference from the lowest bid price. The lowest offered price will receive the maximum pre-weighted score of 10 points, a price which is 20% higher will receive a score of 8 (i.e. the maximum score minus 20%).

5.4 Subsequent to this evaluation, TNA reserves the right to shortlist an envisaged maximum of 4 potential suppliers to be invited for interview and presentation of initial ideas. Following those interviews/presentations, shortlisted suppliers' proposals will be re-evaluated taking those interviews into account. We additionally reserve the right to ask shortlisted suppliers to provide references at this stage, again which will be taken into account for re-evaluation.

6.   PROCUREMENT TIMETABLE

Ref.	Description	Date(s)
1	Deadline for Potential Suppliers to submit clarification questions to procurement@nationalarchives.gov.uk *	5pm 15 November 2019
2	Deadline for Potential Suppliers to submit Tender Responses to procurement@nationalarchives.gov.uk	12 noon 29 November 2019
3	Timebox for evaluation of Tender Responses, including potential shortlisting for interview	2-5 December 2019
4	TNA to contact shortlisted suppliers to arrange presentation timeslots	6 December 2019
5	Timebox for presentations (please ensure you can be available)	9-10 December 2019
6	Contract award	12 December 2019
7	Project completion	31 March 2020

*   *Any clarification question received that TNA deems to be relevant to more than one Potential Supplier may be shared with all Potential Suppliers.*

7. CONTRACT TERMS

7.1   The Contract shall be awarded subject to our standard terms and conditions, which can be found here.

7.2   The National Archives reserves the right not to appoint for this requirement and to achieve the outcomes of the project through other methods.