



THE NATIONAL ARCHIVES

EMAIL MARKETING

CLARIFICATION QUESTIONS AND RESPONSES

The National Archives has received a number of clarification questions in relation to the above opportunity. Those questions, and their associated responses, can be found below.

Q1: *The accessibility standards provided are web standards which are normally applied to websites. We have our own set of standards specific to Emails, would you therefore be open to having your standards evolved to include email specifics?*

A1: In terms of our responsibility, as a public sector body, everything we publish digitally needs to meet the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018. This not only covers external websites, but internal systems, extranets & intranets. We assume that your email-specific accessibility standards are even more stringent than WCAG AA compliance, in which case we'd be open to adopting them.

Q2: *We identified 3 templates within the tender description (below). Can you confirm if any further templates are required?*

- 1 x newsletter to all
- 1 x retail promotions for the online shop and events programme sent to segments

- *1 x specialist campaigns focused on different areas of their work to segments*

A2: As it currently stands, our main template requirements could be categorised along these lines:

- Newsletter (multiple blocks of content, inc images and CTA)
- Solus (single block of content/image/CTA)
- Service message/announcement (text/CTA)

Q3: *Please could you confirm that there is no specific tender submission format / document that we need to follow for submission?*

A3: You are correct. It is for you to decide how to present your tender response to its best advantage, in the fullest, most clear and concise manner

Q4: *What is the current ESP being used? Would there be a preference for this to be the same or would migration to another be an option?*

A4: We believe it's Instiller – no preference around staying with this platform, we'll have to migrate data from current ESP anyway

Q5: *For email marketing, the main accessibility issues are usually around the readability of the emails themselves, alt text for images and so forth. The tender makes reference to 'product' but it is unclear what we would need to make accessible or provide evidence that our processes, the ESP etc are accessible.*

A5: We expect the ESP to meet the accessibility requirements but understand that we are ultimately responsible for producing accessible content. Ideally you will provide us with an example email campaign with fully accessible content and a checklist that ensures the content we publish meets the WCAG AA compliance.

Q6: *Similarly for the points around data security and protection, this is something that is quite heavily managed by the ESP and so it would be good to know what exactly we would need to show and how. If it is to do with our processes of handling data or something else.*

A6: We would like to see any documentation about how you handle and protect data. Therefore we would expect to see copies of your ISO, IT security, and Data Protection policies, as well as any agreement you have in place with your email service provider about how data is handled, protected and shared between you.

Q7: *Just to clarify the actual requirement; are you looking for a completely new email marketing platform?*

A7: Yes, ideally

Q8: *Will you want to migrate current email templates or want new ones designed and built?*

A8: We're assuming it will be easier to build new ones – we have a graphic design for our emails but it will need to be recreated as a template (or templates)

Q9: *Is there an internal team that will work with the system and templates to prepare and send the emails or do you require the supplier to do this?*

A9: We will populate the templates and send campaigns (mostly by The National Archives' marketing team).

Q10: *Is the budget mentioned the annual budget or the total budget for the first two years?*

A10: It's an annual budget - our maximum available budget is £40,000 per annum (excluding VAT). This contract will run for two years initially, with possibility of two extensions, each for a further year.

Q11: Are there any example emails that you can send us for reference?

A11: We have uploaded some examples to the Contracts Finder website.