



7th February 2020

DIGITAL CAMPAIGN: IDENTIFYING BASELINE DATA FOR SKILLS IN THE HERITAGE SECTOR

This document contains the clarification questions for The National Lottery Heritage Fund's Invitation to Tender.

Question	Response
<p>Will support be provided by The National Lottery Heritage Fund to contact organisations to be surveyed e.g. email contact lists, phone numbers etc?</p>	<p>Yes, The National Lottery Heritage Fund will provide support to identify relevant organisations using pre-existing contacts and our grant database. The supplier will be encouraged to supplement this list and make sure it reflects a wide range of heritage organisations.</p>
<p>We are aware that the organisation covers the full breadth of natural, cultural and intangible heritage, across the UK, and that the project requires us to explain how we will build a set of organisations to survey, but wondered if there is any particular definition or list of SIC codes that have previously been used by the organisation to define the Heritage sector?</p>	<p>We do not have a specific definition of heritage and have relied upon our own databases rather than through SIC codes, but we have a number of ways that we have researched the sector in the past. We have six sectors that we outline within our application documentation that can function as an initial guide:</p> <ul style="list-style-type: none"> • Collections • Community Heritage • Landscapes and Nature • Historic Buildings and Monuments • Industrial, Maritime and Transport • Cultures and Memories • Other <p>We are happy to discuss in more depth examples of how we have approached this in the past with the successful bidder.</p>
<p>Does The National Lottery Heritage Fund have a fixed idea as to whether the remit of this project includes digital skills and competencies across every possible area of a heritage organisation, i.e. including operations and back office functions, or is this only about digital as it pertains to visitors and audiences?</p>	<p>The skills we plan to survey will be a mix of front and back end skills, from social media to core operations.</p>

<p>Can you clarify how the survey questions generated during this project should relate and work in tandem with the likely outputs from the Arts Council's Digital Culture Charter and Compass, the NCVO Digital Maturity Index and the Charity Digital Skills Report? Do these projects have defined parallel or inter-related aims? How are these separate projects and outputs anticipated to interact in the future?</p>	<p>The National Lottery Heritage Fund's baseline survey is separate to these other strands of work. However, we want to draw on the work and findings of these projects and may decide to make use of specific sets of questions. While there is an overlap in the aims, this survey has specific objectives. It is focused primarily on the heritage sector. The outputs for this piece of work will be shared with the sector for reflection. They will also be used internally to inform future activity by The National Lottery Heritage Fund.</p>
<p>Can we gain access to lists of organisations that have previously applied (successfully and unsuccessfully) for Heritage Fund funding, and if so can we use them for survey recruitment.</p>	<p>Yes</p>
<p>Does the National Lottery Heritage Fund have access to lists / databases of organisations that fall within the scope of the research that can be shared with the supplier or will this need to be built from scratch.</p>	<p>The National Lottery Heritage Fund will be able to provide lists of organisations but the supplier will be expected to supplement these lists from their own networks.</p>
<p>Could The National Lottery Heritage Fund please clarify what is meant by 'Where appropriate, high level sign posting for questionnaire participants' (in the last bullet point in the Outputs section) as we were unsure what this is referring too?</p>	<p>'High level sign posting for questionnaire participants' indicates that we would like participants to be provided with links to existing free online advice and guidance relating to digital skills practices. The successful bidder could take a very simple approach to providing this, or a more complex approach based on reported confidence levels. We are happy to negotiate the most practical approach.</p>
<p>Desk research suggests that organisations within the heritage sector would primarily fall within Standard Industrial Classification (SIC) codes 91.0 – Libraries, Archives, museums & other cultural activities and 90.04 – Operation of Arts Facilities. Are you aware of any other SIC codes that might fall within the heritage sector?</p>	<p>We have not relied upon SIC codes in the past, instead referring to our own grants databases to identify relevant organisations.</p> <p>We will be happy to discuss SIC codes with the successful supplier.</p>
<p>You state that you would like to include a representative sample of different types, sizes and locations of organisations. We can advise on a suitable sampling frame but wondered whether you have any preferred quota breakdowns in mind? Within the sub-sector breakdown you listed "museums, libraries, parks and more" in the ITT. Do you have a full list of sub-sectors that you would like to be represented accurately within the final sample?</p>	<p>At this stage we do not have preferred quotas as we seek to be ambitious and cover as much of the heritage sector as possible. Quotas can be discussed with the successful bidder. We would want to use the list provided in our application forms as a basis for the sub sectors we would like to be included.</p>

<p>Would you be happy to receive separate cost quotations for differing survey lengths.</p>	<p>Yes, but please make very clear what is and is not included in each quote. We would prefer quantitative surveys to be short.</p>
<p>In section 3.7 you refer to the successful bidder being expected to discuss and present findings at appropriate times. As this wasn't mentioned as an output in 3.1 could you clarify how many presentations you expect this project to involve?</p>	<p>This will depend upon the interest generated for the survey. A minimum of 3 presentations is expected from the successful applicant – this will be primarily based on internal audience. We may ask the successful bidder to attend more but this would be on agreement with the successful bidder.</p>
<p>Could you please elaborate on Point 3.2 on the CC BY 4.0 licence and what would be expected of the contractor? Is the consent of the contractor required for this licence to be issued?</p>	<p>We would like the specified project outputs to be free and openly available for the sector use and build upon. The contractor is expected to understand the licencing compatibility of any content they might propose to reuse, and to attribute any reused content appropriately. The consent of the contractor to openly licence the specified outputs is assumed by their application to the Tender.</p>
<p>1.5 (and 2.3, 2.4) Refers to a survey of organisations. Are you anticipating that the survey will be about the organisation, for example completed by one senior individual from each organisation (e.g. about the skills across their organisation)? Or is it an individual-focused survey of staff (e.g. about their own skills), open to more than one individual in each organisation? Also, given the aim of informing about digital leadership (2.4) are you more interested in senior staff?</p>	<p>We anticipate that the survey will focus on identifying digital skills of the sector as a whole, disaggregated in a number of ways including but not limited to the types of organisation, size and location. We want to capture all of the organisations surveyed skill levels. This means we would not want to limit the survey to only senior leaders. We want to negotiate the most effective approach with the successful bidder. It is likely that questions will focus on confidence levels within broad priority areas.</p>
<p>1.6 Do you have a database of organisations that could be used for segmentation/sampling? If so, would you expect the contractor to add to this / recruit from other organisations outside of this dataset.</p>	<p>We want this survey to be open to all heritage sector organisations. In order to achieve this we will provide organisations but would expect the successful supplier to supplement this list based on any gaps identified. For example, heritage organisations that have not applied for Heritage Fund funding.</p>
<p>Are you also looking for assessment of barriers and how to resolve them – or will that be a later stage in the process?</p>	<p>Initially we are focused on collecting the data to obtain a baseline, next steps will depend on what we identify in that process.</p>
<p>It makes reference to the “Arts Council Digital Culture Charter” – this is not provided online. Can this be provided?</p>	<p>The Charter goes live on Tuesday 11th February. It will be available via The Arts Council England’s website.</p>