**Published date**:

22nd March 2019

**Closing date:**

5th April 2019

**Contract start date**:

8th April 2019

**Contract end date:**

31 May 2019

**Description**:

The National Army Museum (NAM) wishes to procure a suitably qualified and experienced partner to work with the staff to develop a new audience segmentation model which will influence and shape the future strategy for the Museum. The audience segmentation model will need to identify our key visitor segments and their needs.

The Museum identifies that it will also need to update our communications guidelines and messaging frameworks. These will be repositioned alongside the organisations new mission and values which also need to be interpreted for internal and external use.

To enable the above the Museum is looking for a proposal, telling us how you would approach the project, in what order and the costs of each distinct piece of work required.

**Museum Contact:**

Contact name:

Linda Stranks

Address:

National Army Museum

Royal Hospital Road

London SW3 4ht

Telephone:

020 7881 2447

Email:

lstranks@nam.ac.uk

**Timetable/ Schedule**

The contract will be awarded by Monday 08 April. 2019. On site meetings etc be arranged after appointment but will be expected to begin within one week of this date. Subject to discussions with the winning tender it is expected that this work will be completed by 31 May 2019.

Normal working hours for any meetings are 08.00 – 18.00 Monday to Friday.

**Site Visits**

To arrange meetings/site visit contact Linda Stranks at [lstranks@nam.ac.uk](mailto:lstranks@nam.ac.uk) or on 020 7881 2447.

**Criteria on which tenders will be awarded**

In order of relevance:

* Strength of tender (Consideration of specific needs and experience). (50%)
* Overall cost. (30%)
* Proven experience of similar projects. (20%)

**Deadline for tenders**

The deadline for the tender is 12 noon on Friday 5 April 2019

All tender documents/electronic media are to be addressed to Secretariat or [tenders@nam.ac.uk](mailto:tenders@nam.ac.uk) and annotated with “TENDER DOCUMENTS NOT TO BE OPENED BEFORE 12 noon on Friday 5 April. On no account are the tender documents to be passed to the requesting department before the tender board date.

Hard copy tenders are requested for reference but are not essential and can follow after the electronic submission.

Address for the return of hard copy tenders:

Secretariat

National Army Museum

Royal Hospital Road

Chelsea

London

SW3 4HT