Reponses to questions

Please find below a summary of answers to questions asked in response to the Gallery Refine and Refreshment Programme Testing brief.

Admin and processes

* Budgets listed exclude VAT
* Budget should include all three phases of research
* Where a company cannot offer published accounts for the last three years, please refer to the guidance below for documentation to provide:
  + A statement of the turnover, profit & loss account, current liabilities and assets, and cash flow for the most recent year of trading for this organisation
  + A statement of the cash flow forecast for the current year and a bank letter outlining the current cash and credit position
  + Alternative means of demonstrating financial status if any of the above are not available (e.g. Forecast of turnover for the current year and a statement of funding provided by the owners and/or the bank, charity accruals accounts or an alternative means of demonstrating financial status).
  + Are you part of a wider group (e.g. a subsidiary of a holding/parent company)? If yes, please provide the name and your relationship and indicate whether they would be able to share company accounts if necessary or obtain a guarantee from elsewhere (e.g. from a bank)
* References – we do not require official references at tender submission stage but would like to know of examples of similar work, this will contribute to the ‘Relevant experience’ assessment criteria

Methodology and approach

Both qualitative and quantitative data are important to NAM. We want to ensure we have a robust sample across our audience segments, as well as getting detailed and in-depth feedback. We are keen to avoid focusing only on one methodology – e.g. an online survey – as we do not want to miss out on the deeper feedback.

As much as possible we’d like representation across the phases of the research for the following audience segments and we would like a mix of quantitative and qualitative research methods:

* Educators (School influencers/Eager teachers – detailed in ‘specialist audiences’)
* Historians (incl. Enthusiasts, Military Detectives, History Lovers)
* Identifiers (incl. Army\*, Connected Families, Patriots)
* Generalists (incl. Love to Learns, Experience Seekers, Pop in Locals)
* Transactors (For the Kids)

\*Army was pulled out as a specialist audience – serving soldiers and veterans

However, if budgets do not allow, we understand it may not be possible to look at quantitative and qualitative methodologies for all three phases of the project and across all audience segments.

We’d be happy to accept responses where not all methodologies are used across all audience segments for every phase E.g.: all segments are covered by quantitative methodology, but the overarching groups are used in qualitative (Historians, Generalists and Identifiers). Please note this excludes specialist groups (Educators, Serving soldiers and veterans and NAM’s academic panel) which must include a qualitative approach for at least Phase 3 as specified in brief.

However, what we want is as robust a sample as possible, to see representation across the segments referenced and to have a mix of methodologies so we are not relying on only one research method. We want to get the best feedback possible from across our audience.

We therefore want to receive a response for the best possible approach for our budget, but please indicate any limitations of the proposal due to the budget.

If additional work is needed to better fulfil the brief, please provide an estimate of additional costs. We will not take these additional costs into consideration for tender selection.

For qualitative work, we are happy to receive proposals for this to be done online rather than face to face.

*Segment share of audience*

We do not currently have information or estimates of the share of audience for our 15 new segments, we are in the process of confirming golden questions to use in visitor surveys moving forward to help us understand this more.

*Demographics*

We are quite keen to have a fair representation of people who will be interested in visiting and so would like to consider a UK sample but would appreciate recommendations.

Audience representation in terms of gender, ethnicity and socio-economic classification should represent the UK.

We do not require an overseas audience in the sample.

*Contact details/Ticketing data*

We will have a pre-booking ticketing system in place when we re-open the Museum, we will also allow walk ups. The contacts will not be available for use by the successful agency.

However, we have an email newsletter list of 8.5k where NAM can contact customers with surveys or to collect interest for participation in a research project.

We do not have contact details that we can specifically link to our segments.

NAM will not be able to share contact details for stakeholders.

*Members*

We want our members to fit across our segmentation model rather than treated as their own group. We believe our members are likely to have representation within our email newsletter list, so if using this list, it may be helpful to identify them and know where we have members under our segments. However, we do not need to separate them as a focus group.

Galleries

In ‘Background’ and ‘Current galleries’ it states the general focus of the current galleries (Army, Battle and Society), and under ‘New proposed galleries’ it includes the general focus of the new ‘Europe, Global and Home’ (working titles).

The new proposed galleries will be replacing the current galleries. Global will replace the current Army gallery, Europe the Battle Gallery and Home the Society gallery. They will keep elements of the current galleries, but the main scope/theme will change and therefore the narrative, selection of objects etc will change.

|  |  |
| --- | --- |
| *Current gallery* | *New proposed gallery* |
| Army | Global |
| Battle | Europe |
| Society | Home |

Phased testing – more detail

All three phases are important and should be included in the brief and the budget.

*Phase 1 and concepts*

We will not have more than one concept to test per gallery, three concepts have been developed for the three new galleries working to the Museum’s master narrative. The focus instead is on how visitors react to each concept for the new galleries and how their feedback can help guide the curation and presentation of these concepts to ensure the galleries work across our segments.

*Phase 3*

We see this phase as a more detailed level of testing for the new galleries as the curation will be further developed by this time. However, Phase 1 and 2 research will help us shape Phase 3 in more detail as we will have a better idea of what requires more testing.

At this stage, we assume Phase 3 will cover the Phase 1 outcomes but at a more detailed stage for Home and Continental (Society and Battle), with a possible need for further research on Global (Army) depending what we achieve at Phase 1.

We see the below coming into play at Phase 3:

* Is the chosen key message/learning outcome of the gallery coming through in sample text or objects?
* Does the text resonate with the different levels of expert knowledge?
* How different segments find the approach to display (e.g. layout, media, mannequins, text, labelling)

Previous research

On appointment of the agency, the reports for the ‘previous research’ stated in Section 1 – Background – Previous Research can be made available.

Reporting

NAM will require the results to be delivered in reports/presentations to NAM stakeholders. We would also like to receive data tables. As this is a phased project it would be helpful to receive a top line summary report to help us action quickly particularly for Phase 1 (given timeline) plus a full report at each stage. The full report should act as a guide to the NAM team and give clear recommendations for decision-making.

Testing materials

NAM will provide some raw materials for testing (visual gallery representations, object images, gallery text for e.g.) but would like advice from the agency as to what would be helpful to have available as materials. Anything further may require input and development from the agency.

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