

**Invitation To Tender**

**SHOPIFY SERVICES**

**Closing date for tender responses**

1. **noon Friday 10th January 2020**
2. **Background**
   1. The National Archives (TNA) is the official archive and publisher for the UK government, and for England and Wales, holding official records containing 1,000 years of history. Our 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. We are a non-ministerial department and our parent department is the Department for Culture, Media and Sport.

More information on TNA can be found at www.nationalarchives.gov.uk.

[Archives for Everyone](https://www.nationalarchives.gov.uk/about/our-role/plans-policies-performance-and-projects/our-plans/) sets out our plans for the next few years.

1.2 TNA holds over 11 million historical and government records, houses approximately 550 staff and currently welcomes approximately 80,000 visitors per year.

1.3 TNA also fulfils a leadership role for the archive sector and works to secure the future of physical and digital records throughout the UK.

**2. Purpose**

2.1 TNA offer paid-for services through a number of channels. Those in scope are:

- A physical shop with two tills based at the Kew site

- An online shop service delivered through The National Archives website

- Image library services, such as an image catalogue, ordering and delivery services and processes to support rights clearance.

- A service offering tickets for events and lectures at the Kew site and other locations, delivered through The National Archives website

A number of IT systems, of varying age and utility, currently delivers these services. We wish to replace these services with a single e-commerce service, which will deliver end-to-end support for the paid-for operations for both TNA’s customers and staff supporting operations. After detailed review, TNA have chosen the Shopify service as the base platform, and now wish to appoint a digital partner to assist specification, configuration, build and launch of the service.

High-level requirements are attached as **ITT Business Requirements v1.2 - Appendix 1**

**3. Requirement**

3.1 TNA wish to work with an experienced partner to review and specify the Shopify platform(s), establishing costs and timescales for build and delivery of a new set of services, and likely running costs. Together with TNA staff, they will then assist with the build and launch of the replacement service. We wish to have an online service, which seamlessly allows browse, search, selection, basket editing and payment in cash or card formats, across our four “channels”:

* Onsite shop
* Online shop
* Image library
* Event ticketing for facilities at Kew

The same service would support stock control and fulfilment for both physical items and large digital files as an after purchase service. TNA wishes to cut costs and improve its service and customer offer. Partner involvement is envisaged to continue for the balance of a twelve-month period using agreed rate card daily costs for a range of support services.

3.2 TNA require assistance in:

* Selecting the correct level of Shopify and extensions\add-ins needed
* Estimating the approximate build and running costs and the delivery timescale based on the stated requirements.
* Identification and discussion of any key areas, which are unclear or undefined and will affect delivery of the new TNA service, particularly how to present TNA’s unique, image library currently comprising 80,000 images.
* Services to configure build and support the launch of the new service

3.3 TNA may also wish to commission additional professional services once Shopify is up and running to undertake minor changes or upgrades after Go Live.

**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 12 noon Friday 13 December 2019.

4.2 Please submit your response to this requirement to procurement@nationalarchives.gov.uk by 12 noon Friday 10th January 2020 providing the information specified in Section 3 of this Invitation to Tender document. By submitting a bid, the bidder warrants that suitable resources will be able to engage with the project from February 2020.

4.3 Please complete the spreadsheet **Shopify Service Costs attached as Appendix 2** for your contract price inclusive of all required services using the format provided.

4.4 Your submission should have a description of how you propose to add value and benefit to TNA throughout the contract period, in particular by providing examples of your expertise, your reference projects carried out for public organisations, particularly in the heritage or similar sectors, any relevant industry certifications you hold, and any innovative functionality that offers benefits to end users above and beyond the requirements detailed

4.5 Your Service Level Agreement (SLA) that will apply throughout the contract period. As a minimum, you should describe your service hours of operation and response times.

4.6 If you have any creative proposals as to how our requirements could be delivered in a more cost effective way than currently specified, please feel free to include these in your response.

# **5. Evaluation Criteria**

5.1 TNA will evaluate the Tender Responses received and will make a Contract award based on Quality and Price.

5.2 Responses will be evaluated as follows:

|  |  |
| --- | --- |
| Price | 40 % |
| Quality | 60 % |

5.2 For the Quality Category a point score between 0 and 10 is available. These points will be allocated applying the criteria as listed in the table below. If your Response mainly has the criteria of one score, but also has one or more criteria of a lower score, then that Category will be awarded the lower score.

|  |  |
| --- | --- |
| 10 Points | * Potential Supplier's Response exceeds TNA’s expectations. * Potential Supplier's Response makes clear contractual commitments throughout * Potential Supplier has provided high-quality, compelling and convincing evidence to support all elements of their Response * Potential Supplier has submitted a Response, which is highly relevant to the Requirement. * Potential Supplier’s Response is clear, comprehensive or easy to understand. * Where relevant, Potential Supplier has demonstrated a high level of capability to deliver new or innovative service approaches |
| 7 Points | * Potential Supplier's Response meets TNA’s expectations. * Potential Supplier's Response makes clear contractual commitments throughout * Potential Supplier has provided high-quality, compelling and convincing evidence to support all elements of their Response * The evidence supplied is good and relevant to the Requirement * Potential Supplier has submitted a Response, which is highly relevant to the Requirement. * Potential Supplier’s Response is clear, comprehensive or easy to understand. * Where relevant, Potential Supplier has demonstrated a high level of capability to deliver new or innovative service approaches |
| 4 Points | * Potential Supplier's Response only partly meets TNA’s expectations. * Potential Supplier's Response makes only clear contractual commitments only in part * Potential Supplier has provided only some evidence to support most elements of their Response * The evidence supplied has only some relevance to the Requirement. * Potential Supplier’s Response is not always clear, comprehensive or easy to understand. * Where relevant, Potential Supplier has demonstrated limited capability to deliver new or innovative service approaches |
| 1 Point | * Potential Supplier's Response fails to meet TNA’s expectations. * Potential Supplier's Response makes only limited contractual commitments * Potential Supplier has provided little or no evidence to support most elements of their Response * The evidence supplied is weak and has limited relevance to the Requirement. * Potential Supplier’s Response is not clear, comprehensive or easy to understand. * Where relevant, Potential Supplier has demonstrated little or no capability to deliver new or innovative service approaches |
| 0 Points | * No Response submitted. |

5.3 For price please complete the attached spreadsheet and provide us with your rate card.

5.4 TNA reserves the right, at its sole discretion, not to appoint for this requirement.

# 6. **Procurement Timetable**

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| --- | --- |
| Description | Date |
| Invitation to Tender is published | 6 December 2019 |
| Deadline for submission of clarification questions | 12 noon Friday 13 December 2019 |
| Deadline for TNA to answer clarification questions\* | 12 noon Wednesday 18 December 2019 |
| Deadline for submission of Tender Responses | 12 noon Friday 10 January 2020 |
| Time box for TNA to evaluate submissions | w/b Monday 13 January 2020 |
| Invite shortlisted suppliers to present their proposal to the panel | Thursday 30 January 2020 |
| Contract award | w/b Monday 3 February 2020 |

\*Any clarification question that TNA deems to be relevant to more than one Potential Supplier will be shared with all Potential Suppliers via Contracts Finder.