



ONLINE IMAGE LIBRARY

INVITATION TO TENDER – OPEN COMPETITION

DEADLINE FOR TENDER SUBMISSIONS – 12 NOON (UK TIME), 10 DECEMBER 2021

1 ABOUT US

- 1.1 The National Archives (TNA) is the official archive and publisher for the UK government, and for England and Wales. We are the guardians of some of our most iconic national documents, dating back over 1,000 years. We are an accredited archive service.
- 1.2 Our 21st-century 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.
- 1.3 The National Archives has an online image library which showcases individual digital images from our archival collection. These images are made available for commercial reproduction purposes to business users. There are currently approximately 90,000 images in the library, all fully searchable and captioned with appropriate metadata.
- 1.4 The service operates a two-tier payment structure, with an up-front payment for provision of the image (fixed value for all images) and a reproduction fee which is calculated on usage. All payments are currently taken online via Worldpay.
- 1.5 It is also possible to request additional images not currently available online, with the Image Library staff conducting research to identify suitable content. Newly digitised images are loaded onto the online platform where they can be paid for and downloaded by the user.
- 1.6 All images are stored as TIFF files, with file sizes ranging from 5MB to 350MB. The images and associated metadata are currently stored on an on-premises server.
- 1.7 The customer can download the high-resolution files for commercial publication purposes and pays a reproduction fee calculated on the nature of the usage.

2 PURPOSE

- 2.1 The current platform for our online image library is no longer fit for purpose and needs to be replaced. We are seeking a supplier that can provide a new online image library platform that can allow us to continue our existing business model. The platform must have the ability to be branded appropriately reflecting TNA's branding guidelines.
- 2.2 This invitation to tender specifies our requirements for a new online image library platform.
- 2.3 We are looking for the contract to start as soon as practicable, but no later than end March 2022.
- 2.4 The project has a budget of £65,000 (plus VAT) for the initial build plus an expectation of annual charges.
- 2.5 The contract will be awarded on a 3-year duration with one optional 12-month extension (3+1).

3 REQUIREMENTS, OBJECTIVES AND DELIVERABLES

- 3.1 Our aim is to find a supplier to provide and support an online image library service. We recognise that different solutions operate in different ways. Our preferred solution would see us migrate the image library content (including metadata) from our on-premises server to our own instance of AWS, and for the solution to access the data from there; this would mean TNA staff could add/change data as needed. However other solutions may propose that the supplier hosts all data themselves, in which case you should explain how you will manage additions/changes. Your proposed solution may be for an entirely different approach. In any case, please explain your proposed solution, your implementation methodology and proposed timeline in detail.
- 3.2 This product should support the following requirements:
- 3.2.1 A search, display and retrieval system for image-based content,
 - 3.2.2 The ability to display and preview watermarked versions of images as well as thumbnail and other required sizes to enhance the customer ability to identify and select appropriate content for their needs,
 - 3.2.3 Images to be supported by appropriate metadata that describes the images,
 - 3.2.4 (If your proposed solution is for you to host the images and metadata) This metadata must be able to be uploaded and deleted in bulk, ideally separating block text into appropriate data fields,
 - 3.2.5 (If your proposed solution is for you to host the images and metadata) An upload process to automatically detect, upload and display new images as well as their associated metadata, as they are added to the server,
 - 3.2.6 A pricing model that supports fees for image provision and a multi-scenario reprographic price book for image use, including the ability to process either fee independently as well as in a single transaction,
 - 3.2.7 An online calculator that allows customers to assess the cost of reprographic use prior to purchase,
 - 3.2.8 The pricing model must also allow for one-off pricing to be input by a system administrator to allow for circumstances that sit outside the programmed calculations,
 - 3.2.9 The ability to link to the Shopify portal in order to carry out final payment transactions, maintaining the appropriate level of information for these transactions to be recognised as coming from the image library system and traceable back to an order reference,
 - 3.2.10 The ability for the site to be branded appropriately following The National Archives brand style guide,

- 3.2.11 (If your proposed solution is for you to host the images and metadata) The ability for a site administrator (non-technical) to be able to upload, delete and remove images manually, as well as add/edit/remove descriptive metadata on the site,
- 3.2.12 To deliver purchased images via download to the user following payment, ideally offering a range of file formats and resolutions (all derived from a master TIFF file),
- 3.2.13 To provide an API for example to create bespoke queries, searches, administrative reports.
- 3.3 Show us how you will comply with Data Protection legislation with regards to the collection and processing of customer data, including cookie consent compliance.
- 3.4 Demonstrate how you will meet the security requirements of The National Archives and be compatible with the appropriate protocols which would allow the site to be administered and accessed by employees of The National Archives as detailed in the requirements in Appendix 1.
- 3.5 Show us how you will meet the accessibility requirements as detailed in Appendix 2.
- 3.6 The Appointed Supplier must not share any personal data belonging to Client or Client Customers with any subcontractor or third party, other than in direct relation to the processing and fulfilment of the Sales, unless specifically agreed. Please tell us about any subcontracting arrangements as part of your Tender Submission.
- 3.7 Please explain your proposed pricing for the provision of this service as well as any ongoing annual costs for support/hosting/maintenance etc. Please note your submitted pricing must include any and all duties and levies (except UK VAT, which should be excluded) which may be payable on your proposed solution as submitted. If some or all of your proposed solution includes goods or services which are sourced from outside the UK, you must tell us (a) which goods/services are sourced from outside the UK, (b) the associated duties and levies payable and (c) confirmation that your contract price includes all such duties and levies (except UK VAT). For the avoidance of doubt, your pricing should reflect the equivalent of Incoterm DDP (Delivery Duty Paid) and therefore the full cost to the customer/TNA.
- 3.8 We are committed to Customer Service Excellence (CSE). Your Proposal should reflect your understanding that your service forms an important part of the impressions formed by TNA's customers, and the impact this has on perceptions of TNA as a brand.

4 HOW TO RESPOND

- 4.1 If you have any clarification questions related to your Tender Response, please submit these to procurement@nationalarchives.gov.uk by **12 noon (UK time) on 26 November 2021**.
- 4.2 Please submit your Tender Response to procurement@nationalarchives.gov.uk by **12 noon (UK time) on 10 December 2021**.
- 4.2.1 It is for you to determine what format your Tender Response should take so as to describe your offer in a clear, comprehensive fashion. However please ensure your Tender Response includes the following as a minimum:
- 4.2.2 Please explain your **experience** in providing an online image library,
- 4.2.3 Please explain your **track record** dealing with other cultural institutions or organisations in the heritage sector and provide examples of customers. Please include contact details at relevant organisations from whom we can obtain a telephone **reference**,
- 4.2.4 Please explain how you can provide an online image library which integrates with the **Shopify** online platform, so that order creation and payment is performed in TNA's Shopify environment, and recorded on the customer's account with TNA,
- 4.2.5 Please explain how you will meet our base **technical requirements** as outlined in section 3.2,
- 4.2.6 Tell us how and where the platform will be **hosted**,
- 4.2.7 Please evidence that you have adopted one or the other of the following recognised standards for **information security**: ISO 27001 or Cyber Essentials Plus,
- 4.2.8 Your **Service Level Agreement** (SLA) that will apply throughout the contract period, both to TNA and the end customer,
- 4.2.9 A description of how you propose to **add value** and benefit to TNA throughout the contract period, for example any innovative functionality that offers benefit to end users above and beyond requirements detailed,
- 4.2.10 Your proposed **pricing**, clearly indicating:
a) the cost of creating and providing an online image library that meets our base specifications,
b) any additional annual costs associated with support/hosting/maintenance etc. the online image library
- 4.2.11 Your **methodology** and **timeframe** to create the online image library (including content loading if required), from the contract award date to the point of launch.

5 EVALUATION CRITERIA

5.1 Your Tender Response will be evaluated using the following criteria:

Criteria	Maximum available unweighted score	Weighting	Maximum available weighted score
Experience/track record (including reference) (Sections 4.2.2 and 4.2.3)	10	x2	20
Technical requirement – Shopify integration (Sections 3.2.9 and 4.2.4)	10	x1	10
Technical requirement (Sections 3.2.1, 3.2.2, 3.2.3, 3.2.4, 3.2.5, 3.2.6, 3.2.7, 3.2.8, 3.2.11, 3.2.12 and 3.2.13)	10	x3	30
Hosting (Section 4.2.6)	10	x1	10
Information security (Sections 3.4, 4.2.7 and Appendix 1)	Pass/Fail	Pass/Fail	Pass/Fail
Integration of TNA branding (Section 3.2.10)	10	x1	10
Value add (Section 4.2.9)	10	x1	10
Data protection, data handling and data processing (Section 3.3)	Pass/Fail	Pass/Fail	Pass/Fail
Accessibility Compliance (Section 3.5 and Appendix 2)	Pass/Fail	Pass/Fail	Pass/Fail
Methodology and Timeframe (Section 4.2.11)	10	x1	10
Service Level Agreement (Section 4.2.8)	10	x1	10
Price (see below)	10	x4	40

- 5.2 For evaluation purposes, your price score will be the sum of your maximum initial setup costs (as stated in the Pricing Table), plus the price of your annual service charge (as stated in the Pricing Table) multiplied by the contract duration (3 years). As a worked example, £10,000 for initial setup, £3,000 per annum charge over a 3-year contract term would give a total price of £19,000, i.e. £10,000 + (£3,000 x 3).
- 5.3 Price scores will be based on a comparison between each Potential Suppliers' price offer, as calculated above, based on the percentage difference from the lowest bid price. The lowest offered price will receive the maximum pre-weighted score of 10 points, a price which is 20% higher will receive a score of 8 (i.e. the maximum score minus 20%).
- 5.4 Other categories will be evaluated according to the table below:

10 Points	Outstanding: <ul style="list-style-type: none"> • Potential Supplier has provided a response that addresses all parts of the requirement • Potential Supplier has provided evidence to support all elements of their response • The evidence supplied is convincing and highly relevant to the requirement • Potential Supplier's response is clear and easy to understand • Where relevant, Potential Supplier has demonstrated a high level of capability to deliver new and innovative service approaches
7 Points	Good: <ul style="list-style-type: none"> • Potential Supplier has provided a response that addresses all parts of the requirement • Potential Supplier has provided evidence to support most elements of their response • The evidence supplied is good and relevant to the requirement • Potential Supplier's response is clear and easy to understand • Where relevant, Potential Supplier has demonstrated some level of capability to deliver new and innovative service approaches
4 Points	Average: <ul style="list-style-type: none"> • Potential Supplier has provided a response that addresses some parts of the requirement • Potential Supplier has provided evidence to support some elements of their response, but not all • The evidence supplied has some limited relevance to the requirement • Potential Supplier's response is not always clear and easy to understand • Where relevant, Potential Supplier has demonstrated limited capability to deliver new and innovative service approaches
1 Point	Poor: <ul style="list-style-type: none"> • Potential Supplier has provided a response that fails to address most parts of the requirement

	<ul style="list-style-type: none">• Potential Supplier has provided little or no evidence to support most elements of their response• The evidence supplied is very weak and has very limited relevance to the requirement• Potential Supplier's response is not always clear and easy to understand• Where relevant, Potential Supplier has demonstrated little or no capability to deliver new and innovative service approaches
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6 PROCUREMENT TIMETABLE

6.1 The procurement timetable is as follows:

Ref.	Description	Date
1	Invitation to Tender published	19 November 2021
2	Deadline for Potential Suppliers to submit clarification questions to procurement@nationalarchives.gov.uk *	12 noon (UK time) 26 November 2021
3	Deadline for Potential Suppliers to submit Tender Responses to procurement@nationalarchives.gov.uk	12 noon (UK time) 10 December 2021
4	Contract award	20 December 2021 (anticipated)
5	Service operational	16 March 2022

* Any clarification question received that TNA deems to be relevant to more than one Potential Supplier may be shared with all Potential Suppliers.

7 CONTRACT TERMS

- 7.1 The contract will be awarded subject to our standard terms and conditions, which can be found [here](#).
- 7.2 TNA reserves the right not to award and to complete its objectives through other means.

Appendix 1 – Security Requirements

- 1.1 Please demonstrate good information security governance, such as via externally validated accreditation of your security policies and security position against a recognised standard, such as ISO 27001 or Cyber Essentials Plus.
- 1.2 Demonstrate good information security risk management, e.g. through the creation and adoption of a risk management plan, including roles and responsibilities, risk management activities, and security controls.
- 1.3 Describe the policies and practices you have in place to that describe your approach to information security.
- 1.4 You must inform us where data be held e.g. within the UK or EEA.
- 1.5 Please describe what data encryption do you use for data encrypted in-transit (such as via HTTPS, TLS 1.2+) and at-rest (such as with AES-256).
- 1.6 Describe what authentication be used for TNA administrative access to the service, such as multi-factor authentication.
- 1.7 Describe what security controls will be in place, such as firewalls, secure configuration of services, access control, antivirus / malware protection, and regular patching and updates.
- 1.8 Demonstrate your incident response process, and how TNA would be notified promptly of any security incidents.
- 1.9 Describe your regular security testing regime, such as penetration testing, including frequency of tests.
- 1.10 Describe how you will allow for data to be imported and exported in batches, with provisions to retrieve data at the end of the contract.

Appendix 2 – Accessibility Requirements

We take our commitment to accessibility seriously. As a public sector body we are obliged to comply with the Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018 and the Equality Act 2010.

To this end, we are asking the following questions of Potential Suppliers, which you should answer in your tender response:

- Are you willing / able to enter into a contractual agreement which holds you accountable for delivering products which comply with the Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018 and the Equality Act 2010?
- Do your products meet accessibility requirements e.g. Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018 and The Equality Act 2010 as well as Accessibility Standards e.g. the most recent published Web Content Accessibility Guidelines? Please provide evidence and outputs of assurance activities and level of accessibility compliance.
- Do you have an established process for monitoring the level of accessibility of your product during the development lifecycle? Please provide details of your approach including staffing (noting whether internal or external consultant), tools and technologies and testing methods.
- Do those working on the product know how to make accessible systems? Provide details of the accessibility qualifications/training/skills of the designers, user researchers, developers, testers etc. and any accessibility specialists working on the product.

When considering your responses to the above questions, please note the following guidance:

Appropriate evidence: You can provide a number of different types of evidence to support a claim that your product is accessible. For the provision of services to deliver a product, similar documentation for other products or services you have delivered can be considered. For example:

- Voluntary Product Accessibility Templates (VPAT) with additional guidance on:
 - Workarounds
 - how non-compliant elements will become compliant
 - how any customisation of the system might impact on accessibility, for example if the product includes a Content Management System (CMS) does this allow for accessible content authoring
- An accessibility statement aligned to the requirements of the Public Sector Bodies Accessibility Regulations that includes information about non-compliant elements, workaround and plans for the future.
- Testing documentation (sometimes called an audit) from an internal or external

accessibility specialist aligned to an international standard EN 301 549, or ideally the Web Content Accessibility Guidelines 2.1.

- Outputs from testing and/or research with disabled people.

Inappropriate evidence:

- Basic statements of compliance e.g. 'We comply with WCAG 2.0'. There must be substance to the claim through some sort of appropriate evidence
- Entirely automated testing. This has a role to play in checking for accessibility defects, but it cannot be relied on for complete coverage
- Future looking statements on their own e.g. 'We aim to be compliant by June next year'. Whilst the intention is good, without having done some level of testing the vendor won't be able to understand where they have gaps and where they need to put effort.

The standards and legislation detailed above are subject to change from time to time, often outside of TNA's control. As such, we expect the Appointed Supplier to work with us as necessary throughout the contract period to ensure compliance is maintained.