



## **THE NATIONAL ARCHIVES**

### **SPECIALIST PROJECT SUPPORT FOR THE NATIONAL ARCHIVES' 1921 CENSUS ENGAGEMENT SEASON**

#### **INVITATION TO TENDER – OPEN COMPETITION**

**DEADLINE FOR TENDER SUBMISSIONS – 12 NOON (UK TIME), 14 MAY 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 role of the Marketing and Communications (M&C) team is to present and promote TNA, its vision, services and expertise to a diverse range of external audiences and to facilitate a two-way dialogue with our staff. To do this, M&C work closely with a wide range of stakeholders to help them identify their communication needs and to deliver material that gets their messages across in a timely, user friendly and cost effective manner.

## 2 BACKGROUND

- 2.1 Censuses are a key public record and a cornerstone of the way the public engages with TNA. Census releases are keenly anticipated and arouse a period of collective curiosity about the past, giving a once-a-decade boost to the family history market. They draw in new audiences, re-energise lapsed researchers and generate a national moment of reflection. They also provide material for academic analysis and an opportunity for the archives sector whose local populations' historical interests are re-ignited by the release.
- 2.2 In early 2022, the 1921 Census is due to be published online by the family history website Findmypast, in association with TNA. It contains detailed information on close to 38 million individuals and will enable family historians across the globe to conduct meaningful searches of these important records for the very first time.
- 2.3 To capitalise on this national moment, and reach new, broader and more diverse audiences for the first time, we will be embarking on various marketing activity and public engagement programming throughout 2021 and 2022 about the Census, both in person at The National Archives in Kew (Covid-19 depending) and online through their website and other digital channels.
- 2.4 We are developing an engagement programme for the project. We have developed a framework and concepts for our public engagement work for the 1921 Census.
- Draw together all interested teams in a common, coordinated engagement push spanning Marketing & Communications, CEE, Events & Exhibitions, Education & Outreach, Digital, Commercial, ASD and research
  - Trial new ways of working in target areas (e.g. media partnerships, podcasting, arts collaborations, research)
  - Coordinate a strong onsite and online offer for first time census researchers
  - Navigate with coordination and care around the boundaries set by accessioning, data protection and licensing considerations
- 2.5 We are now entering a new delivery phase of the project. We want to use the Census as a springboard to engage new audiences and introduce our collections and programmes to a wider public. We are seeking critical and constructive input from an experienced contractor who can challenge and input into our ambitious plans.
- 2.6 The total value of the contract will not exceed £12,000 over the 2021-22 financial year (and may be less than this). There is no guaranteed minimum spend but an indication may be a requirement of 1-4 days per month. There will be the option, at our sole discretion, to extend the contract by £8k and/or 6 months if required.

### **3 REQUIREMENTS**

- 3.1 We are looking for expert project support in the following areas:
- Advice on crafting a multi-dimensional public engagement programme around the 1921 Census
  - Conceiving and commissioning multimedia and digital projects
  - Engaging partners and colleagues in collaborative projects
  - Expert advice on public and media programmes for anniversaries and high profile anniversaries/or historical commemorations.
- 3.2 You will need to demonstrate the following experience:
- Extensive senior experience of partnering with, and contacts with, museums, libraries and archives, the academic sector and media and broadcasting.
  - Experience of conceiving and commissioning multimedia and digital projects
  - Strategic outlook and board level credibility and influencing skills
  - Track record of leading high profile, multi-dimensional national programmes involving multiple cultural and media partners
  - Connections and capacity to subcontract work (e.g. to bring in specialist services in media, programming and design on occasion)
- 3.3 The support we require will be some regular pieces of work and other briefs on an 'as required' basis negotiated with the appointed supplier. Project work may include: regular input into strategy and partner meetings; creative and strategic input into brand and marketing; product and media development and planning; planning and delivery of colleague and partner planning sessions; recruitment and liaison with suppliers and partner bodies. Advice and/ or input may be sought into related project areas, as appropriate and agreed between the parties.

#### **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](mailto:procurement@nationalarchives.gov.uk) by **12 noon (UK time) on Friday 7 May 2021**.
- 4.2 Please submit your Tender Response to [procurement@nationalarchives.gov.uk](mailto:procurement@nationalarchives.gov.uk) by **12 noon (UK time) on Friday 14 May 2021**.
- 4.3 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 as a minimum:
  - 4.3.1 Details of your **experience** and previous roles/clients/projects and how you can support TNA in respect of the 1921 engagement project (please limit your response to a maximum of 6 pages);
  - 4.3.2 **Day rate(s)** for sample activity types.

## 5 EVALUATION CRITERIA

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

Quality (your experience) (Section 4.3.1)	80%
Price (Section 4.3.2)	20%

5.2 Price scores will be based on a comparison between each Potential Suppliers' price offer, 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 (ie the maximum score minus 20%).

5.3 Other categories will be evaluated according to the table below:

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

	<ul style="list-style-type: none"> <li>• Potential Supplier has provided a response that fails to address most parts of the requirement</li> <li>• Potential Supplier has provided little or no evidence to support most elements of their response</li> <li>• The evidence supplied is very weak and has very limited relevance to the requirement</li> <li>• Potential Supplier's response is not always clear and easy to understand</li> <li>• Where relevant, Potential Supplier has demonstrated little or no capability to deliver new and innovative service approaches</li> </ul>
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- 5.4 Following this evaluation, TNA reserves the right to interview a maximum of three Potential Suppliers. The interview will then be considered among the other Quality elements when making a contract award decision.

## 6 PROCUREMENT TIMETABLE

6.1 The procurement timetable is as follows:

Ref.	Description	Date
1	Invitation to Tender published	30 April 2021
2	Deadline for Potential Suppliers to submit clarification questions to <a href="mailto:procurement@nationalarchives.gov.uk">procurement@nationalarchives.gov.uk</a>	12 noon 7 May 2021
3	Deadline for Potential Suppliers to submit Tender Responses to <a href="mailto:procurement@nationalarchives.gov.uk">procurement@nationalarchives.gov.uk</a>	12 noon 14 May 2021

\* *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.