**Expressions of Interest sought for Creation of Digital Learning Resources**

The National Army Museum (NAM) wishes to appoint a suitably qualified and experienced digital learning specialist to help us develop a new market for learning nationally, by creating a suite of materials to support Citizenship Learning in classrooms away from the Museum.

**1. National Army Museum – Background Information**

NAM offers a truly unique window into British history and the role that Britain continues to play in international politics. Moreover, the Army story not only encompasses each major era of British history, it also touches on personal stories of soldiers and their families, and community issues of pride, identity, repatriation and reconciliation.

* NAM’s Collection is the world’s largest single accumulation of the material culture of the British Army and other Land Forces of the British Crown;

* It is also the Museum of the Indian Army until 1947;
* The Collection spans over 600 years with the oldest object dated 1435;
* It has over 1,000,000 artefacts and 622 linear metres of archives and photographs.

NAM is currently closed for a major redevelopment, and this is a unique opportunity to transform the way it works with audiences. The *Building for the Future (BftF)* project, set to cost £23.25m, is part-funded by a Heritage Lottery Fund grant of £11.5m, with the remainder covered by fundraising carried out by the Museum.

The project will see a radical transformation of the Museum’s offer for onsite, offsite and online audiences, and this project represents the first step to broadening learning audiences’ access to our collections, changing their experience and perception of NAM. We aim to try innovative new ways of engaging people and putting learning at the heart of what we do across the Museum.

We also have a new brand model, which sums up what we want to achieve through our transformation. We want the NAM to spark conversations, challenge the mind and evoke emotions, connect with people, and be grounded in reality. This ambition for NAM is very relevant to citizenship learning too.

**2. Objectives**

The Museum wishes to create digital learning resources, themed around Citizenship, which help to:

* Engage KS2-3 audiences;
* Showcase our unique collections and subject matter, and make them relevant to students today;
* Increase digital engagement via the NAM website and other digital channels (eg TES, show.me);
* Develop a national footprint for our learning service;
* Attract new ‘non-history’ audiences, and encourage a different perception of NAM, as distinct from ‘recruiting’ for the British Army.

The resources are an important element of the Museum’s vision to create a modern and relevant 21st century museum, with an effective and popular learning service.

**3. Citizenship At NAM – Research Findings**

With the assistance of a Citizenship education consultant, NAM has already identified key themes supported by our collections, and tested these for relevance and popularity with a national audience of teachers.

Key Stage 2 teachers preferred:

* Are soldiers today like soldiers of the past? (77%);
* Role of soldiers at home (73%);
* Combat and peacekeeping (73%)

Key Stage 3 teachers preferred:

* Remembrance, commemoration, memorialisation (97%)
* Human rights (94%)

The full survey is available on request to the appointed consultancy.

NAM is also interested in exploring themes like volunteering and conscription, care for the wounded in civil society after conflict (including service charities), and the ‘rules’ and ‘ethics’ of war and conflict. Since most teachers were not exclusively employed to deliver Citizenship in schools, it was deemed necessary to find connections between other subjects including History, Geography, RE, etc.

Teachers also told us that they are interested in, and use, the following digital resources:

* short video clips;
* PowerPoint presentations;
* personal stories;
* images.

**4. Scope/Deliverables**

The Museum is keen to hear about innovative ways of inspiring KS2-3 learners (and their teachers) to engage with our collections from within their own classrooms.

The Museum does not require an app or a website. Instead it is looking for digital resources that can be incorporated into its website content framework, but which also work as standalone resources for delivery via other digital channels. The resources should bring NAM's collections and subject matter to life, and inspire further engagement with the Museum as an institution.

It is essential that the resources are easy to use, adaptable and responsive. Our audience research suggests that teachers prefer resources they can adapt to suit their needs. It also highlights that current events and contemporary themes are the most effective ways for teachers to spark discussion and exploration in the classroom.

The Museum is also keen to explore scalable approaches to digital resource development. The project should equip NAM staff to produce ongoing learning resources in-house and help identify any additional training requirements.

**5. Indicative Timescale**

This timetable is indicative only. The final materials should be completed for launch by April 2016, but prototyping and testing with the intended learning audiences will inform the development, so must be factored in by the appointed contractor.

|  |  |
| --- | --- |
| Expression of Interest response | 16.00, 31 July 2015. |
| Invitation to tender issued | w/c 11 August 2015 |
| Tenders submitted | 16.00, 11 September 2015 |
| Appointment | w/c 29 September 2015 |
| Planning discussion and research | Through October 2015 |
| Concept development and initial testing | By end December 2015 |
| Development of tested resources | January and February 2016 |
| Handover of launch resource | End Feb 2016 |
| Handover of suite of resources | Mid-March 2016 |
| First resource launched in conjunction with new NAM website, other resources handed to NAM with for phased release. | April 2016 |

1. **Budget:**

The Museum has provisionally allocated a budget of £30,000 for this project. It is expected the majority of the work will be invoiced by mid-March.

1. **Project Team/Client Contact**

The Project Team for the delivery of this project will be:

Amy Cameron, Education Officer

Tristan Langlois, Head of Learning

The Client contact for further information is: Amy Cameron, 02078812425 or acameron@nam.ac.uk

1. **Expressions of Interest**

Interested qualified companies should send their Expression of Interest to Amy Cameron by 1600hrs on 31 July 2015.