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Tender

## **Digital Marketing Services - RAF Museum**

Royal Air Force Museum

F02: Contract notice

Notice identifier: 2023/S 000-032930

Procurement identifier (OCID): ocds-h6vhtk-041673

Published 7 November 2023, 1:50pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Royal Air Force Museum

Royal Air Force Museum, Grahame Park Way

London

NW9 5LL

#### **Contact**

Paul Hudson-Knight

#### **Email**

[Paul.Hudson-Knight@rafmuseum.org](mailto:Paul.Hudson-Knight@rafmuseum.org)

#### **Telephone**

+44 7813124075

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**National registration number**

RC000922

**Internet address(es)**

Main address

<https://www.rafmuseum.org.uk/>

Buyer's address

[https://www.mytenders.co.uk/search/Search\\_AuthProfile.aspx?ID=AA43210](https://www.mytenders.co.uk/search/Search_AuthProfile.aspx?ID=AA43210)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

[www.contractsfinder.service.gov.uk/](http://www.contractsfinder.service.gov.uk/)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.mytenders.co.uk](http://www.mytenders.co.uk)

**I.4) Type of the contracting authority**

Other type

Charity

**I.5) Main activity**

Recreation, culture and religion

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Digital Marketing Services - RAF Museum

Reference number

RAFM DMS23

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The RAFM requires a digital services agency to provide digital services for the Museum including:

- Website UX, design and content, for the main museum website [www.rafmuseum.org](http://www.rafmuseum.org) and the museum's online shop [www.rafmuseumshop.com](http://www.rafmuseumshop.com).
- Platform and server management
- Digital acquisition campaigns, focussed primarily on the Museum's commercial and business objectives
- Management of the Museum's Adwords Account
- SEO and SEM

#### **II.1.5) Estimated total value**

Value excluding VAT: £750,000

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKG - West Midlands (England)
- UKI - London

Main site or place of performance

London

### **II.2.4) Description of the procurement**

All bidders will need to consider and propose services and costs for the following: regarding Core Services.

- a. UX Design User Research: Conduct user research to gain insights into the target audiences, their needs, behaviours, and preferences. How do they interact with the current website.
- b. UX Design Audit: Perform a thorough UX audit of the main museum website, identifying areas for improvement and providing actionable recommendations.
- c. Customer Journey: Create optimised customer journeys with personas built on the existing digital ecosystem.
- d. UX Design Implementation: Develop and implement UX designs based on the key findings and recommendations from the UX design audit. Focus on compelling reasons to visit, maximising visit conversion, commitment and commercial opportunity.
- e. UX Design System: Establish a UX design system to ensure consistency, efficiency, and scalability across the museum's digital properties.
- f. Website Management and Optimisation: Continually improve its performance, with a particular focus on enhancing conversion rates. Monitor, report and improve analytics.

- g. Digital Advertising Campaigns: Devise and execute cost effective digital advertising campaigns across a number of channels, including Search, Meta, and Instagram.
- h. Campaign landing pages: Create optimised campaign pages to improve conversion rates.
- i. Content Strategy: Audit existing website content and then create a high-level plan that identifies future content requirements, prioritisation and management tasks against specific website and digital campaign targets.
- j. SEO Strategy and Implementation: Develop and execute on-page, technical, and local SEO strategies to improve the website's visibility and organic search performance.
- k. Effective Management of Google Ad Grants: Efficiently manage the Museum's Google Ad Grants, maximizing the value and impact of the grant, which currently amounts to \$40,000 per month.

#### **II.2.5) Award criteria**

Quality criterion - Name: 1. Company Support and Subject Matter Expertise / Weighting: 10

Quality criterion - Name: Staffing (quality of team) / Weighting: 10

Quality criterion - Name: Strategic partnership / Weighting: 20

Quality criterion - Name: Continuous Improvement & Proactivity / Weighting: 10

Quality criterion - Name: Performance Measurement & Reporting / Weighting: 10

Quality criterion - Name: Creativity / Weighting: 10

Price - Weighting: 30

#### **II.2.6) Estimated value**

Value excluding VAT: £750,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Start date

1 March 2024

End date

28 February 2027

This contract is subject to renewal

No

**II.2.10) Information about variants**

Variants will be accepted: No

**II.2.11) Information about options**

Options: No

**II.2.12) Information about electronic catalogues**

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

**II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

Selection criteria as stated in the procurement documents

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

8 December 2023

Local time

5:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

11 December 2023

Local time

12:00pm

Place

London Office



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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

NOTE: To register your interest in this notice and obtain any additional information please visit the myTenders Web Site at

[https://www.mytenders.co.uk/Search/Search\\_Switch.aspx?ID=230675](https://www.mytenders.co.uk/Search/Search_Switch.aspx?ID=230675).

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

[https://www.mytenders.co.uk/sitehelp/help\\_guides.aspx](https://www.mytenders.co.uk/sitehelp/help_guides.aspx).

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(MT Ref:230675)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Public Procurement Review Service

Cabinet Office

London

Email

[publicprocurementreview@cabinetoffice.gov.uk](mailto:publicprocurementreview@cabinetoffice.gov.uk)

Telephone

+44 3450103503

Country

United Kingdom

Internet address

<https://www.gov.uk/government/publications/public-procurement-review-service-scope-and-remit>