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Tender

## **IWM/2526/GOV/3494: AV Media Design Framework for IWM**

Imperial War Museums

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-009125

Procurement identifier (OCID): ocds-h6vhtk-061497

Published 2 February 2026, 4:05pm

## **Scope**

## **Reference**

Gov3494

## **Description**

This contract covers the setting up of an AV software design framework service across all five public branches of IWM:

- IWM London, Lambeth
- Churchill War Rooms, Westminster
- HMS Belfast, moored in the Pool of London
- IWM Duxford, Cambridgeshire
- IWM North, Salford Quays, Manchester

This framework is split into three specific Lots which define the distinct types of AV Media

design works required by IWM:

- Lot 1 - Sound Design
- Lot 2 - Film & Animation
- Lot 3 - Interactives

Potential Providers are entitled to submit a bid for any of the Lots on an individual basis, any multiple of Lots, or for all three Lots.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Content-management-software-development-services./275XPX47HQ>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/275XPX47HQ>

## **Commercial tool**

Establishes a framework

## **Total value (estimated)**

- £405,000 excluding VAT
- £486,000 including VAT

Above the relevant threshold

## **Main procurement category**

Services

## Contract locations

- UK - United Kingdom

## Not the same for all lots

CPV classifications and contract dates are shown in Lot sections, because they are not the same for all lots.

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## Lot 1. SOUND DESIGN

### Description

The Contractor shall provide sound design services for IWM's branches in London, Cambridge and Manchester. Services will include the design, development, production and delivery of soundscapes and audio tracks for gallery spaces and in-gallery film presentations.

### Lot value (estimated)

- £75,000 excluding VAT
- £90,000 including VAT

Framework lot values may be shared with other lots

### Contract dates (estimated)

- 1 July 2026 to 30 June 2029

- Possible extension to 30 June 2030
- 4 years

Description of possible extension:

An extension will be offered at the discretion of the Client.

## **CPV classifications**

- 48521000 - Music or sound editing software package
- 92521100 - Museum-exhibition services

## **Same for all lots**

Contract locations are shown in the Scope section, because they are the same for all lots.

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## **Lot 2. FILM AND ANIMATION**

### **Description**

The Contractor shall provide film, video, animation and motion graphics content for IWM's temporary and permanent gallery spaces.

### **Lot value (estimated)**

- £180,000 excluding VAT
- £216,000 including VAT

Framework lot values may be shared with other lots

## **Contract dates (estimated)**

- 1 July 2026 to 30 June 2029
- Possible extension to 30 June 2030
- 4 years

Description of possible extension:

An extension will be offered at the Client's discretion.

## **CPV classifications**

- 44176000 - Film
- 92111200 - Advertising, propaganda and information film and video-tape production
- 92111300 - Entertainment film and video-tape production
- 92111310 - Entertainment film production
- 92521100 - Museum-exhibition services

## **Same for all lots**

Contract locations are shown in the Scope section, because they are the same for all lots.

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## **Lot 3. INTERACTIVE DESIGN**

### **Description**

The Contractor(s) shall develop digital interactive experiences for IWM's temporary exhibitions and permanent galleries, including touchscreens, projection interactives, sensor based experiences and hybrid digital physical interactives.

## **Lot value (estimated)**

- £150,000 excluding VAT
- £180,000 including VAT

Framework lot values may be shared with other lots

## **Contract dates (estimated)**

- 1 July 2026 to 30 June 2029
- Possible extension to 30 June 2030
- 4 years

Description of possible extension:

An extension will be offered at the Client's discretion.

## **CPV classifications**

- 72212783 - Content management software development services
- 72230000 - Custom software development services
- 92521100 - Museum-exhibition services

## **Same for all lots**

Contract locations are shown in the Scope section, because they are the same for all lots.

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## Framework

### Maximum number of suppliers

Unlimited

### Maximum percentage fee charged to suppliers

0%

### Framework operation description

Rates of pay are to be submitted as part of a complete tender response. These will be used to calculate project prices.

### Award method when using the framework

Either with or without competition

### Contracting authorities that may use the framework

Establishing party only

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## Participation

### Particular suitability

**Lot 1. SOUND DESIGN**

**Lot 2. FILM AND ANIMATION**

**Lot 3. INTERACTIVE DESIGN**

Small and medium-sized enterprises (SME)

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**Submission**

**Enquiry deadline**

4 March 2026, 12:00pm

**Submission type**

Tenders

**Deadline for requests to participate**

6 March 2026, 12:00pm

**Submission address and any special instructions**

<https://www.delta-esourcing.com/>

**Tenders may be submitted electronically**

Yes

**Languages that may be used for submission**

English

### **Award decision date (estimated)**

5 June 2026

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### **Award criteria**

<b>Name</b>	<b>Type</b>	<b>Weighting</b>
Cost	Cost	30%
Approach to Project Management	Quality	20%
Project Examples	Quality	20%
Interview	Quality	20%
Social Value	Quality	10%

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### **Other information**

#### **Conflicts assessment prepared/revised**

Yes

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### **Procedure**

#### **Procedure type**

Competitive flexible procedure

## **Competitive flexible procedure description**

Stage One: PSQ

Stage Two: Tender

Stage Three: Interview

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## **Contracting authority**

### **Imperial War Museums**

- Public Procurement Organisation Number: PHRL-5691-LLXM

IWM London, Lambeth Road

London

SE1 6HZ

United Kingdom

Telephone: 0207 416 5000

Email: [erowberry@iwm.org.uk](mailto:erowberry@iwm.org.uk)

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - central government