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Planning

Signage Production and Installation

Natural History Museum

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-048628

Procurement identifier (OCID): ocids-h6vhtk-058799 ([view related notices](#))

Published 14 August 2025, 10:05am

Scope

Description

The Natural History Museum would like to procure the services of a Signage Production company to produce and install wayfinding signage within the Museum Front of House areas. This project covers all front of house, wayfinding signage at the Natural History Museum's buildings in South Kensington (Central London) and Tring (Hertfordshire). It excludes any interpretation, back of house or statutory signage.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=972975768>

Total value (estimated)

- £450,000 excluding VAT
- £550,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 31 October 2025 to 30 June 2026
- 8 months, 1 day

Main procurement category

Goods

CPV classifications

- 39174000 - Shop signs
- 44423400 - Signs and related items

Engagement

Engagement deadline

22 August 2025

Engagement process description

Please use the following link: (<https://forms.office.com/e/yhumJaUJ3j>) to access our pre-market engagement questionnaire. These responses will help us to shape the Invitation to Tender. Participation in this questionnaire is not mandatory or binding, and will not affect eligibility for involvement in the tender process.

Engagement with suppliers so far: Signage prototypes manufactured by Cobal Signs, Suppliers approached by project QS for general market testing in development of the cost plan: Rivermeade Signs, Cobal Signs, Ascot Signs, VGL

This questionnaire, along with the below information about the project, will be emailed to the following suppliers:

- Rivermeade Signs Ltd
- Cobal Sign Systems Ltd
- Norsign
- Signbox Ltd
- Magna Signs
- Olympiad Signs
- Merson Group
- Displayways
- Ascot Signs
- VGL

Content of email:

I am writing to inform you that the Natural History Museum will be going out to tender at the end of the month for a signage contractor to manufacture and install new wayfinding signage in our buildings in South Kensington (Central London) and Tring (Hertfordshire). The signage has already been designed to RIBA Stage 4 by DNCO Ltd, and the appointed signage contractor will be required to use these designs to develop production drawings and prototypes, which once approved, will be used as the benchmark for the full signage pack that they will need to produce. Once manufactured, the signage will be installed by the signage contractor into listed, historic building fabric such as terracotta, so the installation process must be treated with the utmost care and sensitivity. Existing Museum signage removal and repair work sit in others' scope. The scope includes approx 250 new signs to be installed in front of house spaces, primarily outside of usual opening hours in South Kensington, and on Mondays during usual opening hours in Tring.

The purpose of the Signage and Wayfinding Project is to deliver quality, functional signage which will improve the visitor experience and lead to receipt of fewer wayfinding

related complaints. The new signage will be coherent, appropriate within the Museum context and will reflect the new brand which was rolled out in July 2023.

Please could you take the time to consider the questions in the following link: <https://forms.office.com/e/yhumJaUJ3j>, which will help us refine our Invitation to Tender. Responses to be received no later than close of play on August 22nd, 2025.

Submission

Publication date of tender notice (estimated)

26 August 2025

Contracting authority

Natural History Museum

- Public Procurement Organisation Number: PJJBJ-4723-MZPX

Cromwell Road

South Kensington

SW7 5BD

United Kingdom

Contact name: Vicky Llee

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Region: UKI33 - Kensington & Chelsea and Hammersmith & Fulham

Organisation type: Public authority - sub-central government