

Guidebook Publishing Appointment 2025  
Clarifications & Responses Issue 2

Question No.	Clarification Question	Response
1	We would very much like to show you our capabilities beyond what we have done for you in the past and had planned to produce some new cover and interior designs for your books along with our tender. But in point 6.1.1 (final para) it says "Please do not provide additional attachments" – does this mean that we are not permitted to send some sample designs?	You're welcome to provide PDF versions of sample designs, we're not accepting physical copies sent to the NMRN.
2	The tender says you want to see price breaks for 5k, 10k, 20k, 50k, 75k and 100k – is that for every title? On page 20, I can see that four of the titles have a lower than 5k 'Print purchase qty' so I'm checking that you'd still want to see all of the above price breaks for these titles?	All would be helpful – just for reference if it was advantageous.
3	Last thing, I notice that <i>LCT 7074</i> and <i>Explosion</i> don't have sales figures/print purchase qty – is that because you don't envision printing these titles in the timeframe of the contract?	Current sales at the time of publishing are quite low on uptake and therefore do not require the need for reprinting in this tender so they weren't included.
4	Branding. Are you able to share your new brand guidelines? It would be very helpful to see and understand how the visual identity will change. Will any of the current visual identity remain the same? If you are not able to share new guidelines, are you able to share your current guidelines inclusive of all logos?	We are unable to share this at present.
5	In 3.2.1 it says [insert reference number] – please could you clarify, should we be adding "NMRNO.2025.002" from page 1?	That is correct, please see updated ITT
6	3.2.4 says "Your tender must be compatible with MS Word and other MS Office applications". Would a PDF file be an acceptable format?	PDF's are acceptable.
7	In 7.39 it indicates that the bid should not exceed the advertised budget (Presumably £206k excl. VAT?). Is that for the quantities stated in the 'print purchase qty' column only of Tender Outline 1.1/1.2?	That is correct, for all costs associated with your total bid proposal. Please note 7.39 states that this is the event of a bid that 'significantly exceeds the advertised budget'.
8	In <b>Tender Outline 1.1 (p21)</b> , please could you specify the anticipated pagination and print spec of Royal Marines Museum guidebook? We assume same dimensions as other guidebooks, but it would be helpful to understand page count and if you imagine a 4pp or 6/8pp cover.	4pp cover and roughly – 36 pages
9	In <b>TO 1.2</b> , we noticed a few discrepancies with the existing guidebook spec which we are mentioning to ensure that all parties are quoting on the same spec: <ul style="list-style-type: none"> <li>HMS Caroline is 48pp with 8pp cover (with 6pp deck plan at the front). Is that reducing to a 6pp cover as specified in Tender?</li> </ul>	HMS Caroline – 6pp cover going forward HMS Warrior – 6pp cover

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	<ul style="list-style-type: none"> <li>HMS Warrior has a 6pp cover (both 4pp and 6pp are noted in the Pages column of the spec – please clarify)</li> </ul>	
10	Will all the text and imagery be supplied for each Guidebook?	Text yes, some new imagery would be beneficial for some of the guidebooks in order to update them.
11	What page count do we need to allow for the Royal Marines Museum	Around 36 pages – 4pp cover
12	Explosion Museum – we have assumed this one is saddle stitched due to pagination? Spec also states 2pp cover but is it right to assume this is 220gsm silk 4pp cover with 24pp text on 150gsm silk? (in line with other guidebooks)	Yes, this is correct. ITT has been updated to reflect this.
13	Artwork files – is it possible to have access to live packaged files in InDesign for amendment publications so we can see how you currently work?	Would need to confirm
14	Re-design – is it possible to have clarification on what you would generally require from a re-design? Is it just copy or images or both? This will help us present pricing in the most accurate way possible.	Redesign of text and imagery and branding.
15	Will all the text and imagery be supplied for each Guidebook?	Text yes, some new imagery would be beneficial for some of the guidebooks in order to update them.
16	Are the guidebooks PUR Bound, or saddle stitched	Pur bound with the exception of Explosion
17	On the guidebooks which have a pull out– can I confirm what that this is the same size as the pages 222 x 210mm	Same size as the pages and folds in half
18	What page count do we need to allow for the Royal Marines Museum	Around 36 pages – 4pp cover
19	I understand that the contract is for five years – however, do the changes in paper costs can I check the prices don't need to be held for five years and can be reviewed if needed	<p>Please see updated ITT, the contract will be for five years. With Years 1-3 Fixed Pricing.</p> <p>A price revision for Years 4-5 in Year 3 of the contract.</p> <p>Please provide indicative costs for Years 4-5 in your tender response.</p>

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20	Explosion museum – reads as a 2pp cover –is this single sided and should this be on silk as well?	This was an error and the cover is 4pp
21	To create a timeline for managing the guidebooks – can I check if there is a specific date in that year they are required – at the moment it's only a print year that's listed	Prior to peak season – Feb/March time
22	Do you require the appointed supplier to manage the design requirements in-house?	Yes, that is correct.
23	Will there be any storage/fulfilment requirements?	No storage requirements – Fulfillment to specific address by specified dates
24	Can you advise what the budget is likely to be for the design, print and fulfilment of these souvenir guidebooks?	The NMRN invite bidders to provide this cost split based upon our advertised budget. As our previous contract did not require the design element, only the printing.
25	Who is the incumbent supplier? Can you advise what the previous spend has been to print and distribute the souvenir guidebooks?	The contract with our previous contract expired earlier this year- details can be found here; <a href="#">Contract for Publishing Guidebooks - Contracts Finder</a>
26	With consideration to the emphasis on the rebranding, design and redesign and the requirement to maximise sales, is NMRN looking for a design/consultancy partner or a print partner to fulfil these services?	Full design and the printing of the guidebooks.
27	Can you please also advise how you plan on responding to the clarification question, whether you will respond in stages or release all of the answers following the CQ deadline?	Clarifications are issued depending on the number of questions received by the NMRN.

- Clarification Deadline is **Friday 16<sup>th</sup> May 2025 at Midday (1200)**
- Submission Deadline is **Wednesday 28<sup>th</sup> May 2025 at Midday (1200)**
- All correspondence is to go through [tenders@nmrn.org.uk](mailto:tenders@nmrn.org.uk) in the first instance.