

INVITATION TO TENDER (OPEN PROCEDURE)

FOR

Appointment of Design Agencies (Open Framework 2025)

2a. Response Forms- For Reference Only

Reference: NMRNO.2025.010

The National Museum of the Royal Navy
HMS Naval Base (PP66)
Portsmouth
PO1 3NH

Version 2025.01 (PA23)

The Procurement Timetable

The timetable for the Procurement is set out in the following table (the Procurement Timetable). Deadlines for the submission of responses to the Authority are shown in bold.

Failure to meet these deadlines will result in a Supplier's submission not being considered unless there are exceptional mitigating circumstances such as a technical failure in connection with the NMRN's Tenders Inbox

Open Procedure		
1	Issue of Invitation to Tender Document	Friday 24 th October 2025
2	Online Market Engagement Day (hosted via MS Teams) <i>See following page for details how to book.</i>	1500-1630 Thursday 6 th November 2025
3	Final Date for Clarification Questions/Requests for additional information <i>The NMRN will endeavour to release responses to clarifications weekly</i>	Midday (1200) Tuesday 11 th November 2025
4	Submission Deadline	Midday (1200) Friday 21 st November 2025
Post Submission of Open Procedure-		
	<i>Dependant on number of bids this period may extend to ensure fair assessment of all bids.</i>	
5	Evaluation Moderation of ITTs	Week Commencing 24 th November 2025
6	Post-Submission Clarifications and Interviews Phase Please see following page for information on which specific lots will undertake interviews.	Week Commencing 1 st December 2025
7	Award Summary Notices Issued and Standstill Begins	Earliest Opportunity Week Commencing 8 th December 2025
8	Earliest Commencement of Contract after Standstill Period Ends and	Earliest Opportunity 18 th December 2025
9	Contract Award and Beginning of Framework Phase 1.	Contracts Issued January 2026

Online Market Engagement Session, Post Submission Interviews and Clarification Questions	
Online Market Engagement Session	The NMRN will look to host an Online Market Engagement Session to discuss the Open Framework, the requirements within it and how the opportunity will be operated once awarded. This is due to take place on Thursday 6th November 2025, to ensure you book onto this Online Market Engagement Session and to ensure you receive an MS Teams Invite, please express an interest in this tender opportunity by emailing tenders@nmrn.org.uk
Post Submission Interviews	The NMRN may, at its discretion, decide to interview Tenderers to further the tendering process. It is envisaged that interviews, if required by the NMRN will be for the following Lots: • Lot 1- Print Design* • Lot 2- Digital Design • Lot 3- Website Design* • Lot 5- Display Graphics • Lot 8- Advertising Campaign and Brand Ideation* The NMRN anticipate that interviews will be hosted on site at Portsmouth Historic Dockyard specifically for Lots 1. 3 and 8. The NMRN will consider alternative options for post-submissions interviews via MS Teams. The interviews are proposed to take place on the following days • Tuesday 2nd December 2025 • Wednesday 3rd December 2025
Post-Submission Clarifications.	During the evaluation period, the NMRN reserves the right to seek further information from the Tenderers to assist in its consideration of the Tenders; this may take the form of post-submission clarification meetings or written clarifications. Issue 1- Thursday 30th October 2025 Issue 2- Friday 7th November 2025 Issue 3-Final Clarification Deadline- Midday (1200) Tuesday 11th November 2025 PLEASE NOTE- To ensure your responses for Issue 1 and 2 are responded to accordingly they must be sent to tenders@nmrn.org.uk by 5pm (1700) the day prior to those listed above, excluding the final issue. <i>These will be issued by email, and uploaded to the Central Digital Platform advert. Please express an interest in this tender opportunity to ensure you receive these communications.</i>

Please note that the Authority reserves the right, in its absolute discretion, to amend the Procurement Timetable or extend any time period in connection with the Procurement. Any changes to the Procurement Timetable will be notified simultaneously to the Suppliers.

How to Respond to this Opportunity

Construction of Tenders

- Your Tender is to be written in English, using either Calibri/Arial/Aptos in a minimum font size 11.
- Prices must be in **£GBP** shown as ex VAT. Prices must be submitted for the initial 3-year period of the Open Framework. With price breakdown must be provided within the tender submission pack.
- Please provide your pricing proposal including the fee, payment dates, and other relevant sections such as a detailed breakdown, resource allocation as appropriate to the tender. It should be clearly labelled within your tender submission.

Submission of your Tender

Your completed response should be submitted by the due date and time required:

Date: Friday 21st November 2025

Time: 1200 Midday

Responses should be submitted in an electronic format addressed to: tenders@nmrn.org.uk

Please ensure your submission has been received by keeping a copy of the automatically generated read receipt from the mailbox. If a submission is undeliverable for any reason, you will need to supply evidence in order that submissions can be considered.

- It is the sole responsibility of the Tenderer to deliver their response and submission pack as specified and to ensure that their response has been received. It is suggested that this may be achieved by setting either a Delivery Receipt or a Read Receipt.
- The NMRN takes no responsibility for identifying any clerical errors or misunderstanding in any tenders submitted. Tenderers must therefore ensure that the content of any Tender submitted is complete and accurate.
- Please be aware that on occasions the NMRN IT Security settings may potentially block emails or submissions, please ensure to communicate prior to the submission deadline either through clarifications registering interest in the tender. This is checked post-deadline.
- The NMRN advise that you email us to express your interest in this tender opportunity to ensure you receive all communication and clarification updates.
- If you have received **no response** from the NMRN regarding your tender submission by **1700 (5pm)** of the date of the tender returns (excluding weekends) please email procurement@nmrn.org.uk or enquiries@nmrn.org.uk citing the name of the tender you have submitted for. Or alternatively call; 02392891370 Ext: 2042 to speak to the Procurement Officer. Please leave a voicemail if the call is unable to be answered.

Tender Assessment and Evaluation

Evaluation of Tenders (Compliance)

You will have your tender response evaluated as set out in Annex B and scored in accordance with below:

Stage 1: Receipt and Opening - Tenders will be downloaded from tenders@nmrn.org.uk email inbox after the Closing Date. The NMRN firewall will be checked to ensure that all submissions are received including any attachments.



Stage 2: Compliance Check

Each Tender will be checked for compliance with the requirements of this ITT. Tenders which are not substantially complete or which are non-compliant with the ITT may be excluded from further participation in the evaluation process or, at the NMRN's discretion, Tenderers may be asked to provide clarification. In the case of the latter, a failure by the Tenderer to provide a satisfactory response within the deadline specified in the request for clarification may result in disqualification from the evaluation process. The NMRN reserves the right to evaluate Tenders before declaring them non-compliant.



Stage 3: Evaluation of Tender Responses - Price and quality evaluation will be carried out in accordance with the published evaluation criteria



Stage 4: Score Review - Review of quality and price scores



Stage 5: Final Evaluation Report and Recommendation - A final evaluation report will be completed, recommending award.

Additional Notes:

- Please note that the NMRN may require clarification of the answers provided or ask for additional information.
- The response should be submitted by an individual of the organisation, company or partnership who has the authority to answer on behalf of that organisation, company or partnership.
- Should the response be found to be erroneous or in any other way incorrect, the NMRN reserves the right to disqualify the candidate from the tender.

Section 1- Design & Production Agencies Open Framework- Lot Evaluation Criteria

- The Evaluation Criteria for this tender will cover all lots (with the exception of Lot 8), this is to provide commonality between the lots. This is to help ensure that for all bidders and the NMRN's appointed assessors it is clear and easy to read and respond to.

Criteria for All Lots (see separate criteria for Lot 8)		Area Weighting
QUALITY Overall Weighting: 100%		
1	Criteria 1- Previous Experience & Skills Tenderers must demonstrate their experience in delivering the skills and requirements outlined in the Lot. This should be evidenced through five case studies that clearly showcase relevant expertise and outcomes. To support this, accompanying visuals may be submitted in PDF format, illustrating completed work, project outputs, or other relevant materials that enhance the case studies. Maximum word count: 1,000	45%
2	Criteria 2 – Your Organisation The supplier must demonstrate the breadth and depth of skills within their team by clearly outlining their business structure and the roles involved in delivering the services for this contract. Include: - Organisational chart or team structure (graphic or organogram) - Roles and responsibilities of key personnel - Overview of relevant skills and experience across the team - Clarity on whether roles are in-house, freelance, or subcontracted - Capacity to scale or adapt team based on requirements Maximum Word Count- 750	15%
3	Criteria 3 – Delivery of Services Demonstrate ability to consistently deliver within agreed timelines and budgets. This should be evidenced through up to three client testimonials, which should: - Reference specific projects - Highlight adherence to project schedules and financial parameters - Reflect client satisfaction with project management and delivery - Provide insight into reliability, responsiveness, and communication Testimonials should be recent, relevant to the scope of this tender, and include the client's name, organisation, and role where possible. <i>Note- If you have worked with the NMRN previously you are welcome to cite us as one of the testimonials.</i> Maximum Word Count- 1500	25%
Criteria 4 Sustainability & Social Value Model		15%

4a	Criteria 4a- Sustainability Demonstrate your approach to environmentally sustainable working practices. This should be evidenced through the submission of a sustainability policy or statement, which should outline but not limited to: • The organisation's environmental commitments and principles • Measures taken to reduce environmental impact in day-to-day operations • Provide any relevant certifications, frameworks, or standards adhered to (e.g. B Corp, ISO, FSC, etc.) The policy or statement should be current, relevant to the scope of this tender, and reflect a genuine commitment to sustainable working. Maximum 500 in the response box.	10%
4b	Criteria 4b- Social Value The Open Framework will introduce Social Value Criteria (See- Section 3- Social Value Model Information) of 'Sustainable procurement practices' which aims to assess a supplier's existing or planned ability to 'Deliver additional environmental benefits in the performance of the contract duration. This includes (but not limited to) working towards net zero greenhouse gas emissions and use of clean energy and green technologies.' The full details of the social value model and the criteria (Outcome 4) can be found here; 2025-02-11 PPN 002 The social value model (2).docx Using a maximum of 500 words, describe the commitment your organisation will make to ensuring that sustainability practices are embedded within the delivery of the contract. To meet the social value criteria and objectives as set out in Section 3- Social Value Model Information.	5%
5	Post Submission Interviews- For Specific Lots The NMRN may, at its discretion, choose to interview shortlisted suppliers for the Lots specified in the Instruction for Tenderers document. While these interviews will not be formally scored, the NMRN reserves the right to amend initial assessment scores if, for example, any ambiguities are clarified, or additional comprehensive detail is provided during the interview.	N/A
	Price	
	Please see separate table for information on the Commercial Evaluation (Price) for all lots.	

Please note tenders are assessed on evaluation responses alone, prior knowledge or prior working relationships are not taken into consideration for the purposes of fairness.

Section 2- Additional Criteria for Lot 8

Additional criteria for Lot 8		Area Weighting
QUALITY Overall Weighting: 100%		
1a	Criteria 1a- Experience of Delivery Demonstrate experience in delivering creative advertising campaigns and brand ideation aligned with the scope of Lot 8. Submissions should include: A PDF portfolio of recent work across campaign formats, including examples of brand-led creative, storytelling, and aligned to audiences Maximum word count: 1000	25%
1b	Criteria 1b- Delivery of Concepts - Concepts for advertising campaigns for NMRNH and FAAM. Working with new NMRN brand and ability to work flexibly across multi-channel marketing campaigns. - This should be provided in a PDF format, with the name of the document(s) clearly labelled in the response.	20%
2	Criteria 2- Previous Experience & Skills Demonstrate ability to consistently deliver projects within agreed timelines and budgets. This should be evidenced through up to three client testimonials, which should: - Reference specific projects - Highlight adherence to project schedules and financial parameters - Reflect client satisfaction with project management and delivery - Provide insight into reliability, responsiveness, and communication Testimonials should be recent, relevant to the scope of this tender, and include the client's name, organisation, and role where possible.	25%
3	Criteria 3- Your Organisation The supplier must demonstrate the breadth and depth of skills within their team by clearly outlining their business structure and the roles involved in delivering the services. Include: - Organisational chart or team structure - Roles and responsibilities of key personnel - Overview of relevant skills and experience across the team - Clarity on whether roles are in-house, freelance, or subcontracted - Capacity to scale or adapt team based on project needs	15%

Criteria 4- Sustainability & Social Value		15%
4a	Criteria 4a- Sustainability Demonstrate your approach to environmentally sustainable working practices. This should be evidenced through the submission of a sustainability policy or statement, which should outline but not limited to: • The organisation's environmental commitments and principles • Measures taken to reduce environmental impact in day-to-day operations • Provide any relevant certifications, frameworks, or standards adhered to (e.g. B Corp, ISO, FSC, etc.) The policy or statement should be current, relevant to the scope of this tender, and reflect a genuine commitment to sustainable working. Maximum 500 in the response box.	10%
4b	Criteria 4b- Social Value The Open Framework will introduce Social Value Criteria (See- Section 3- Social Value Model Information) of 'Sustainable procurement practices' which aims to assess a supplier's existing or planned ability to 'Deliver additional environmental benefits in the performance of the contract duration. This includes (but not limited to) working towards net zero greenhouse gas emissions and use of clean energy and green technologies.' The full details of the social value model and the criteria (Outcome 4) can be found here; 2025-02-11 PPN 002 The social value model (2).docx Using a maximum of 500 words, describe the commitment your organisation will make to ensuring that sustainability practices are embedded within the delivery of the contract. To meet the social value criteria and objectives as set out in Section 3- Social Value Model Information.	5%
	Post Submission Interviews- Lot 8 Only The NMRN may, at its discretion, choose to interview shortlisted suppliers for the Lots specified in the Instruction for Tenderers document. While these interviews will not be formally scored, the NMRN reserves the right to amend initial assessment scores if, for example, any ambiguities are clarified, or additional comprehensive detail is provided during the interview.	N/A
	Price	
	Please see separate table for information on the Commercial Evaluation (Price) for Lot 8	

Please note tenders are assessed on evaluation responses alone, prior knowledge or prior working relationships are not taken into consideration for the purposes of fairness.

Section 3- Social Value Model Information

The **Social Value Model** is a structured framework used by UK central government departments to embed social value into public procurement. It ensures that suppliers contribute positively to society beyond delivering goods or services. Originally enacted as the **Public Services (Social Value) Act 2012**, the legislation required public authorities to consider how procurement could improve economic, social, and environmental wellbeing. This has been updated and now forms the **Social Value Act (2025)**. These are updated through Procurement Policy Notices (PPN)

The NMRN, as a non-departmental government body, is committed to incorporating Social Value into its procurement procedures where applicable and measurable over the duration of a contract. Social Value was previously implemented under the former legislation in our contract for the Conservation Scaffold for HMS *Victory*, which spans a minimum of eight years. This duration allows the NMRN to assess the positive impact of Social Value criteria in collaboration with the appointed supplier, PHD Modular Access.

As part of the contract management process, these criteria are measured through Key Performance Indicators (KPIs). PHD Modular Access committed to delivering Social Value by offering apprenticeship opportunities, conducting outreach to schools—both independently and in partnership with the NMRN—and actively working to reduce their carbon footprint, including minimising waste and travel.

Social Value under the Design & Production Agency Open Framework

The social value under this contract is focused on Outcome 4a specifically for sustainable procurement practice by suppliers appointed to this contract, with the aim to drive sustainability which includes but not limited to; *reducing carbon footprints, minimising waste, and promoting the use of clean energy and green technologies.*

Link to Full Criteria- [2025-02-11 PPN 002 The social value model \(2\).docx](#)

Outcome	Model award criteria	Model sub criteria	Standard reporting metric
4. Sustainable procurement practices: reducing carbon footprints, minimising waste, and promoting the use of clean energy and green technologies.	4a Deliver additional environmental benefits in the performance of the contract, including working towards net zero greenhouse gas emissions and use of clean energy and green technologies	Activities that demonstrate and describe the supplier's existing or planned: - Understanding of opportunities for additional environmental benefits delivery in the performance of the contract, including working towards net zero carbon emissions and use of clean energy and green technologies - Illustrative examples include: - conducting pre-contract engagement activities with a diverse range of organisations in the market to support the delivery of additional environmental benefits in the performance of the contract - Collaborative ways of working with the supply chain to deliver additional environmental benefits in the performance of the contract, including working towards net zero carbon emissions and use of clean energy and green technologies - Delivery of additional environmental benefits through the performance of the contract, including working towards net zero carbon emissions and use of clean energy and green technologies - Illustrative examples include: - use of clean energy - use of green technologies	4ai. Annual reduction in carbon emissions arising from the performance of the contract, measured in metric tonnes carbon dioxide equivalents (MTCDE). 4aii. Annual reduction in water use arising from the performance of the contract, measured in litres. 4aiii. Annual reduction in waste to landfill arising from the performance of the contract, measured in metric tonnes.

Section 4a-Commercial Evaluation (Price) Information

- Within the pricing tables provided for the Lots in this framework (as outlined in this document), quotations must be submitted for the tasks defined below.
- These quotations will form the basis for the commercial evaluation of your pricing submission.

All quotes should include all resourcing for the stated tasks listed below.

Please use the template provided in Tables 1 to 5 for the specific lot(s) you are bidding for.

Lot	Item
Lot 1 Print Design	6-page Dimension Lengthwise (DL) leaflet-
Lot 2 Digital Design	Suite of assets for PMAX campaign (please state format)
Lot 3 Web Design	Design a responsive landing page for a campaign, including layout, typography, imagery, and basic interaction (e.g., hover states, CTA buttons).
Lot 4 Animation and/or illustration	Quote to design a short, animated explainer featuring custom illustrations to introduce a new service or product. • 3–5 custom illustrations (characters, icons, or scenes) • 30–60 second animation using those illustrations OR Quote to provide a series of illustrations of HMS Warrior, Mary Rose and HMS Victory. 2 x iterations for each ship.
Lot 5 Display Graphics	Design a set of large-format display graphics for a small exhibition. • 2–3 graphics for backdrop or panels (e.g., 2m x 1m)
Lot 6 Signage and wayfinding design	Design a cohesive set of signage and wayfinding graphics for a public-facing event • Design concepts for directional signage (12 signs), area identifiers (5 signs), and informational panels (4 panels)
Lot 7 Uniform Design	Design a branded uniform set for staff working at an event Concept designs for 2–3 uniform items (e.g., t-shirt, jacket, lanyard)
Lot 8 Advertising and Brand campaign	Lay out approach to pricing based on a budget of a) £20k (for 25/26) for development and initial assets and up to b) £30k (27/28) for assets for the rest of the year. Please use the table above to cost a). Assets will include but are not limited to the list below.

	• Print: A1 posters, DL leaflets, 4-sheet, 6-sheet, 48-sheet, 96-sheet formats • Streetliners, Mega Rear, Supersides • Digital Advertising: Google Display Ads (multiple sizes), Meta paid and organic assets tailored by audience intent, programmatic display formats • Print Vertical and horizontal half-page print adverts • Web and Email: Desktop and mobile website banners, email headers
Lot 9 Artworking	Prepare final artwork files for print and digital use, based on approved creative designs. 48 sheet and meta story and grid square
Lot 10 Product Design	Design a new branded product concept, including visual design and packaging for a reusable water bottle • Initial concept sketches or mockups
Lot 11 Corporate Design	Design a branded Powerpoint template
Lot 12 Print Production	• 75,000 DL 6pp leaflets on 120gsm silk • 100 A1 posters on 150gsm silk • 250 32pp perfect bound A4 book on uncoated recycled stock
Lot 13 Digital Production	Produce final digital assets based on approved creative designs, optimised for various platforms and formats. • Web banners (e.g., leaderboard, MPU, skyscraper) • Social media assets (e.g., Instagram, LinkedIn, X)
Lot 14 – Signage and Wayfinding	Please provide a quote for the production of a branded external welcome sign for a museum. The signage should include: • Durable, weather-resistant materials suitable for outdoor installation • Dimensions: approx. 1200mm x 800mm • Full-colour print incorporating brand identity • Fixings and installation
Lot 15- Large Format Printing	Please provide a quote for: Wall wraps or vinyl murals covering approx. 10 linear metres x 3 metres high printed in full colour with high-resolution imagery • Use of sustainable materials if possible • Installation

Note to Bidders

- You are welcome to submit the pricing information in a format that suits your organisation. However, we request that all tables mirror the structure of the top row and clearly display a defined total cost (excluding VAT) for each task, along with a full breakdown of your resourcing and associated costs.
- This is to ensure a complete understanding of your commercial proposal, with no ambiguity. It will enable us to conduct a fair, like-for-like.
- **Please note tenders are assessed on evaluation responses alone, prior knowledge or prior working relationships are not taken into consideration for the purposes of fairness.**

NMRN Standard Terms and Conditions

- See in tender documentation pack the NMRN's Standard Terms and Conditions for Open Frameworks.
- Please be aware these are our full terms and conditions as a sample, and does represent the final version for this tender. The NMRN will consider reasonable requests for negotiation post-award, these can be submitted as clarifications.

Response to Quality Evaluation Criteria- Notes for Suppliers-

- Each Criterion Question Response is clearly indicated to ensure it is clear for evaluation by the NMRN panel.
- That no other part of the ITT is changed other than the Evaluation Criteria, as you're welcome to separate this section only from the document. It
- However, it must be clearly labelled for example- **"Supplier Name Response to Quality Evaluation Criteria"**.
- That the word limit is just that, it is not a target.
- It can be submitted as a PDF document or Word Document.

Design & Production Agencies Open Framework- Lot Evaluation Criteria

- The Evaluation Criteria for this tender will cover all lots (with the exception of Lot 8), this is to provide commonality between the lots. This is to help ensure that for all bidders and the NMRN's appointed assessors it is clear and easy to read and respond to.
- Bidders who are intending to bid on multiple lots are welcome to duplicate their responses where applicable. Please ensure when duplicated responses are used to respond to the particular lot and the specialism it pertains to.