

Annex A

Specification / Scope of Requirement

1. INTRODUCTION

The National Museum of the Royal Navy Operations (NMRN Operations) is inviting experienced and specialist suppliers to tender for inclusion in a new Open Framework Agreement for the provision of design and production services. This framework will be accessible across all areas of the museum group and is being established under the Procurement Act 2023 (PA23), Regulation 49, in line with the 2025 procurement regulations.

Currently, NMRN procures a wide range of design and production services, primarily supporting marketing activities such as advertising campaigns, signage, and digital content. This is through a combination of full tenders and smaller briefs issued throughout the year. Other departments across the museum also require design and production support for activities including (but not limited to):

- Fundraising: Print collateral, trade exhibitions, and event materials
- Learning: Educational resources, printed materials, and signage
- Trading: Product design, retail and signage
- Curatorial: Display design

NMRN will be launching and embedding a new brand across all areas of the business in the first couple of years of the framework. This phased rollout will require a wide range of design and production capabilities, and a consistent application of brand guidelines across all outputs.

To support this transformation and the business, NMRN has created a formalised framework that will:

- Support marketing in delivering key assets for the brand rollout
- Provide all departments with access to professional design services
- Ensure the museum has access to a broad range of design and production skills to meet its diverse needs quickly and efficiently
- Embed environmental sustainability principles

In some cases, service providers from the framework will be sent briefs for work required by Portsmouth Historic Dockyard (PHD) which is jointly operated by NMRN and the Mary Rose Trust. The Lots where this is applicable have been identified in this scope.

1.1. Framework Structure

The framework will be structured into two primary service areas:

Design Services

Suppliers in this area will cover the full creative process from ideation and concept development to visual design, artworking, and final delivery. They will be expected to translate strategic objectives into compelling, brand-aligned visuals suitable for production.

Production Services

Suppliers will manage the end-to-end production lifecycle, including planning, supplier coordination, prototyping, quality control, and delivery. Outputs may include print, large format, digital assets, exhibition materials and signage.

Framework Explanation

Each service area will be further divided into Lots, detailing the specific skills and capabilities required to deliver the outputs associated with each category.

This framework will be in place for a maximum of eight years, with opportunities to refresh the supplier roster at years three and five. It will operate on a call-off contract basis, allowing departments to either directly commission work or run mini competitions among approved suppliers.

Exceptions to the Framework

Whilst the majority of day-to-day design and production work will be managed through this framework, some design activity may be commissioned separately through standalone tender processes. For example:

- Display/Exhibition design skills will be included in the framework to support small-scale or fast-turnaround projects. However, major exhibitions or gallery redevelopments may be commissioned via separate tenders with detailed briefs. In such cases, display graphic designers within the framework may be invited to bid for the work.
- Marketing projects requiring a high level of ideation or strategic creative development may also be subject to separate commissioning processes to ensure the most appropriate creative approach is secured.

This document provides you with:

- Further information on the National Museum of the Royal Navy and Portsmouth Historic Dockyard
- Scope of Services being procured
- Process for response

2. THE NATIONAL MUSEUM OF THE ROYAL NAVY OVERVIEW

OVERVIEW

The National Museum of the Royal Navy (NMRN) was established in 2009 and is the youngest national museum. It tells the story of the four fighting forces of the British Royal Navy, Royal Marines, Fleet Air Arm, Submarine Service and Surface Fleet.

The Museum is based across five geographical locations: Portsmouth and Gosport both in Hampshire, Yeovilton in Somerset, Hartlepool in County Durham and Belfast in Northern Ireland.

Across these sites NMRN holds the nation's richest and most diverse collection of historic warships including the 'nation's flagship' HMS Victory. Each site is unique, and features a mixture of ships and museums, details of each site are expanded on in section three.

Nine of the ships in the Museum's care are recognised as being of national significance by the National Register of Historic Vessels and are included in the National Historic Fleet. This is over half of all major historic warships preserved in the United Kingdom. The NMRN also has a collection of seven smaller but still very important naval vessels.

The NMRN Historic Fleet consists of:

- HMS Victory, battleship of 1759, Nelson's flagship at the Battle of Trafalgar.
- HMS Warrior, battleship of 1860, the ultimate deterrent of the mid-19th century.
- HMS M33, monitor of 1915, fought at Gallipoli in 1915 and against the Bolsheviks in 1919.
- HMS Alliance, Second World War long range submarine.
- HMS Holland 1, the Royal Navy's first submarine built in 1901.
- HMS Trincomalee, Bombay-built frigate of 1817, the only surviving wooden warship built in that yard
- HMS Caroline, Light Cruiser of 1914 the only surviving ship from the Battle of Jutland.
- LCT 7074, a Landing Craft (Tank) which took part in D-Day. Currently operated by D-Day Museum

In addition, NMRN holds a significant aircraft collection which represents the Fleet Air Arm story.

NMRN also cares for a collection of over 2.5 million items which tell the epic story of the Royal Navy from its origins in 625AD to today. It is the country's most comprehensive collection of Royal Navy heritage and holds national and international significance.

The management of the day-to-day activity of the Museum is delivered by the NMRN Operations Company who are commissioning this work.

3. OUR SITES

3.1. NMRN PORTSMOUTH, GOSPORT AND PORTSMOUTH HISTORIC DOCKYARD OVERVIEW



Portsmouth Historic Dockyard (PHD) is the destination brand attached to NMRN's offer at Portsmouth and Gosport. Geographically, it is located adjacent to His Majesty's Naval Base Portsmouth one of three operating bases in the United Kingdom for the Royal Navy. It is the headquarters for two-thirds of the Royal Navy's surface Fleet and the oldest naval base in services history.

The PHD brand is marketed and operated jointly by NMRN in partnership with the Mary Rose Trust (MRT), since August 2020 via PHD Operations introduced a joint ticketing offer. This enables visitors to purchase one ticket and visit all attractions on site under their care as well as the free assets offered by the HQP.

3.2. PORTSMOUTH HISTORIC DOCKYARD ATTRACTIONS

PHD is the home to:

- **The Mary Rose Museum – operated by MRT**
The Mary Rose was the flagship of Henry VIII that served in his fleet for 34 years before sinking during the Battle of the Solent in 1545, with the king watching from nearby Southsea Castle. Her remains were raised in 1982 and are now on display along with thousands of the original objects recovered alongside the ship, giving a unique and moving insight into life in Tudor England. She is the only ship of her kind on display anywhere in the world.
 - **The National Museum of the Royal Navy Galleries – operated by NMRN**
The National Museum of the Royal Navy Portsmouth showcases treasures from the past 350 years and examines the common threads which link the sailor of England's 'Wooden Walls' to the professional crews of today across a series of galleries
- HMS Victory – operated by NMRN**
- One of the most celebrated warships in Britain's naval history, visitors can see HMS Victory through Vice-Admiral Lord Nelson's eyes as his flagship is presented as she was in her Georgian heyday. Soak up the atmosphere as the ship and her crew get ready for the Battle of Trafalgar, see where sailors and officers ate and slept, and feel the drama and impact of the day that changed history forever.
- **HMS Victory Gallery: The Nation's Flag Ship – operated by NMRN**
Discover the extraordinary story of this National Treasure from acorn to Icon. The gallery details the extraordinary story of the oldest naval ship in the world still in commission and explores her lesser-known history from construction through her illustrious career and meet some of the people who have worked on her.
 - **Victory Live: The Big Repair – operated by NMRN**
Get under the skin of HMS Victory and learn about the once-in-a-lifetime project to fight the impact of moisture, fungus and pests that threaten her; meet the incredible teams fighting

to protect her and see her as never before by climbing aboard the scaffold that encases her in this unique and ground-breaking experience.

- **HMS Warrior – operated by NMRN**

Climb onboard the largest, fastest and most powerful warship of Queen Victoria's fleet, HMS Warrior and experience life onboard to reflect the crews experience of a Victorian battleship in 1860.

- **HMS M.33 – operated by NMRN**

Descend into the bottom of the dock and step aboard HMS M.33, the only British warship from the First World War that is open to the public in England. Immerse yourself in the stunning battle experience, hear the stories of the men who served on board and the bloody history of the Gallipoli Campaign which brings HMS M.33's remarkable history to life.

- **Boathouse 6 Project (Opening summer 2026)**

Boathouse Six (BH6) is an 1840's Grade II* listed building based at the Dockyard. The BH6 project will transform the building by creating a series of display and event spaces:

- Royal Marines Experience – An immersive exploration of the role of the nation's elite amphibious force over four centuries, told through the voices of those who served.
- Permanent Special Exhibition Gallery (SEG) – A 400m² flexible space dedicated to staging a rolling programme of Special Exhibitions. The first of its kind at PHD and one of the largest temporary exhibition spaces in the Southeast of England.
- Royal Marines Commando themed Laser Quest – A 100m² Laser Quest arena which plunges players into a hi-tech battle inspired by the Royal Marines.
- Conferencing and public programming facilities – A series of flexible spaces including a 275-seater auditorium will provide opportunities for public and private events.

In addition, there are **Harbour Tours** and **Water Bus service** (operated by a third party on behalf of PHD Operations) which provides visitors with the opportunity to get on the water and to reach Gosport where they can visit:

- **Royal Navy Submarine Museum and HMS Alliance - operated by NMRN**

Discover HMS Alliance, the only remaining Second World War era submarine. Explore the decks and narrow corridors, look through the original periscope and hear the stories of those who served onboard.

- **Explosion Museum of Naval Firepower – operated by NMRN**

Uncover the incredible stories of designers, makers, and seaman who worked on armaments over the centuries and listen to first-hand accounts of the munition workers who dealt with dangerous materials. Also, home to new permanent gallery; **The Night Hunters: The Royal Navy's Coastal Forces at War**. Discover the high-risk, high-octane operations of the coastal forces in both world wars.

3.3. FLEET AIR ARM MUSEUM OVERVIEW



ROYAL NAVY
FLEET AIR ARM
MUSEUM

The Fleet Air Arm Museum (FAAM) is based in Yeovilton, Somerset. Geographically, it is located adjacent to the Royal Naval Air Station Yeovilton one of two active Fleet Air Arm bases.

The Museum is made up of four exhibition halls and holds over ninety aircraft as well as more than 2 million records and 30 thousand artefacts. It is Europe's largest naval aviation Museum. It also has an airfield viewing area, offering visitors views of modern service personnel take-off and landing at the site and providing an important link to the modern service story.

Highlights from the site include:

- **Concorde 002 (celebrating 50 years in 2026)**
Find out the fascinating story behind this prototype as it was tested and developed to shape the 16 Concorde that went into service for Air France and British Airways On board the world-famous Concorde 002 you can marvel at this amazing feat of modern technology, discover how it reached incredible speeds in excess of 1,300 mph and changed the world of commercial aviation forever.
- **Saved! 100 years of Search and Rescue**
You will uncover the astonishing 100-year history of this service from the people who shaped it to the actual aircraft they use and even get the chance to walk through a Search and Rescue Sea King helicopter!
- **Pioneers to Professionals: Women of the Royal Navy**
Discover the awe-inspiring story behind the pioneering women who laid the foundations for the Women's Royal Navy Service and shaped it into what it is today.
- **Aircraft Carrier Experience – Airfield at Sea**
Be transported onto the flight deck of a working Aircraft Carrier and see naval aircraft in their natural home, the aircraft carrier. Discover the evolution of Aircraft Carriers from the dawn of naval air warfare to the everchanging modern world and the hurdles needed to overcome. You will witness the dangers of aircraft taking off and landing on a moving runway at sea, how crews overcome these challenges and how the highly skilled men and women of an aircraft carrier operate a city at sea.
- **40th Anniversary Falklands Conflict exhibition**
See the Falklands war through the eyes of a Royal Navy Petty Officer who served during the war.

3.4. NATIONAL MUSEUM OF THE ROYAL NAVY HARTEPOOL OVERVIEW



The National Museum of the Royal Navy Hartlepool (NMRNH) is based in Hartlepool in County Durham. A seaside and port town it has a long history of Royal Navy recruitment and ship building. The Museum is made up of a series of spaces around a recreated 18th century seaport with HMS Trincomalee a Royal Navy Frigate and Britain's oldest floating warship at the centre of the quay.

Highlights from the site include:

- **HMS Trincomalee**
Climb aboard the last remaining Royal Navy ship to be built in India, HMS Trincomalee. Docked in Hartlepool, you will discover the rich history of this extraordinary ship and experience the hierarchy of life at sea from the captain's cabin to the crew's mess deck.
- **HMS Trincomalee Exhibition**
Located on the historic quayside, the HMS Trincomalee Exhibition is home to the story of HMS Trincomalee, from her build in India to her restoration in Hartlepool, as well as the famous figurehead which was mounted on the ship for 150 years!
- **Fighting Ships**
See the secrets of war unfold before you in the moving and stirring story of HMS Prosperity. Move through the exhibition as each part of the ship is brought to life and the stories of those who served onboard are revealed. Narrated by a young member of the ship's crew, the dramatic reconstruction of what happened is unleashed for all to see, hear and feel.
- **Recreated Georgian Quayside**
Take in the historic quayside setting at the National Museum of the Royal Navy Hartlepool. Travel back in time to the recreated 18th century seaport and its beautiful waterside setting. See how tradesmen like tailors, printers and instrument makers earned a wage. You can also see how people spent their leisure time playing traditional games.
- **Horrible Histories Pirates: UK exclusive!**
The bestselling series, by Terry Deary and illustrator Martin Brown, takes buccaneers of all ages on an epic adventure across the seven seas with hands-on displays and interactive exhibits in this temporary display. Follow a bossy pirate parrot and his ratty shipmate on a hilarious journey as you discover wicked weapons, terrible tactics and prisoner punishment used by Blackbeard himself. Lively illustrations, foul facts and gruesome games bring the stories of putrid pirates to life.
- **Diving Deep**
Diving Deep: HMS Invincible 1744 explores the fascinating discovery and underwater excavation of HMS Invincible in an inactive exhibition. Telling the story of HMS Invincible and showcasing an incredible collection of original artefacts that have been retrieved from its resting place on the bed of The Solent. Artefacts from swivel guns to original wig curlers are

on display alongside fun interactive elements that help you to understand the world of Invincible. The exhibition uses the latest in digital technology to bring the often unseen and mysterious world of underwater excavation to life, including a 3D reconstruction of the excavation. The exhibition celebrates one of the most important underwater archaeological excavations to have ever taken place in UK waters.

3.5. HMS CAROLINE OVERVIEW



HMS CAROLINE
BELFAST

HMS Caroline (HMSC) is located in the Titanic Quarter of Belfast, a 185-acre urban-waterfront regeneration project and the site where RMS Titanic was designed and built. The Titanic Quarter is based in central Belfast, and through its location is aligned to the wider tourism offer for Northern Ireland.

HMSC is a decommissioned C-class light cruiser of the Royal Navy that served in the First World War at the battle of Jutland and as an administrative centre in the Second World War.

Highlights from the site include:

- **Captain's Quarters**
Walk into the authentic historical spaces on board HMS Caroline and it will feel like the crew never left. Could you have slept in a hammock like the marines or seamen? Or would only the Captain's Quarters have been good enough for you?
- **Engine Room**
Dive down below the waterline of HMS Caroline and see the incredible engine room, preserved just as it was when it was an active warship. Experience the sights, hear the rumble of the turbines, and maybe catch the faint whiff of oil as you explore the very heart of HMS Caroline.
- **Drill Hall**
The first stop onboard HMS Caroline is the Drill Hall, where you can see the Battle of Jutland brought to life. This impressive, cinema-style experience putting you right in the middle of the action.

Further Information about our sites can be found on www.nmrn.org.uk and www.historicdockyard.co.uk

4. CURRENT BRAND AND MESSAGING

NMRN is currently undergoing a rebrand which is yet to be launched publicly. The new brand guidelines can be released on request once an NDA has been signed. PHD guidelines can be found [PHD 2020 Guidelines 130820 2].

5. THE BRIEF

5.1. Overview

The National Museum of the Royal Navy (NMRN) Operations team is establishing a formal Open Framework Agreement to support the museum group's diverse design and production requirements. The framework will be structured into two service areas:

- **A) Design Services**
- **B) Production Services**

5.2. Design Services

NMRN requires a broad spectrum of design support to meet both day-to-day and strategic needs. This includes:

- Marketing materials and advertising campaigns
- Signage and wayfinding
- Exhibition graphics and interpretation
- New product development
- Corporate communications

The next two years represent a significant period of transformation, with the launch and phased rollout of a new brand identity across all sites and marketing/communications channels. Suppliers appointed to the framework will play a central role in this process, creating brand-aligned assets and campaigns that resonate with our priority audiences (for details see FINAL Annex 2 - NMRN and PHD Audiences) for details.

Another major milestone in 2026 will be the opening of the Royal Marines Experience, a new museum located in Boathouse 6 in Portsmouth Historic Dockyard (PHD). This site will also include a special exhibition space, a Laserquest attraction, and a corporate event space—all requiring dedicated design and production support. This is just one example of the projects we will have over the duration of the framework.

As outlined in Section 3.1, NMRN jointly operates Portsmouth Historic Dockyard with the Mary Rose Trust (MRT). PHD will require design and production services across Lots 1, 2, 4, 6, 9. While Lot 8 will cover campaign ideation for NMRN only. Campaign ideation for PHD will typically be commissioned via separate annual tenders, where framework suppliers may be invited to bid.

Suppliers must be prepared to collaborate with both NMRN and MRT, adhering to shared workflows and communication protocols. PHD-specific brand guidelines are available (PHD 2020 Guidelines 130820 2). Bidders are welcome to submit proposals for multiple Lots. Collaboration with other companies or freelancers is permitted, and joint submissions or partnerships for specific Lots are encouraged.

5.3. Production Services

NMRN is seeking qualified and experienced suppliers to deliver high-quality production services across a range of formats and specifications. These services are essential to support the brand rollout, marketing campaigns, and operational needs across both NMRN and PHD.

Suppliers must demonstrate the ability to produce assets that meet professional standards, are competitively priced, and delivered efficiently. Production services include, but are not limited to:

- Print production
- Digital production
- Signage production
- Large format printing

While all Lots are relevant to NMRN, selected Lots 12 – 15 will also be delivered in collaboration with MRT for PHD-related projects. Suppliers must be prepared to work with both organisations, ensuring outputs meet shared brand standards, accessibility requirements, and technical specifications.

5.4. Important Note

The contents of the Lots outlined in this brief are indicative of current requirements. Additional materials and services may be requested throughout the duration of the framework to meet evolving business needs.

7. SCOPE OF SERVICE

A) Design

7.1. Lot 1: Print Design (NMRN and PHD)

The creation of print design assets to support a wide range of NMRN and PHD activities. Occasionally original materials not connected to campaign imagery will be required for NMRN i.e. venue hire brochures, fundraising materials.

Sample list of assets required:

- Leaflets and brochures
- Posters
- Postcards
- Newsletters
- Magazine/Newspaper advertisements
- Out-of-home (OOH) advertising: billboards, poster sites, bus sides
- Sub-brand identities for specific programmes or events
- Art direction and management of photography and videography (or ability to subcontract for these skills)

7.2. Lot 2: Digital Design (NMRN and PHD)

To aid our digital first strategy and grow our online sales and presence, NMRN and PHD requires

experienced digital designers to support advertising and brand campaigns. This includes the creation of high-performing digital assets and UI/UX design to support sales conversion and engagement. Designers must be familiar with producing assets that support each stage of the sales funnel. Multiple iterations for campaigns will also be key to digital design.

Digital design skills that may be required:

Campaign and marketing assets

- Organic social media assets (for various activities i.e. templates for events)
- Paid digital media assets (e.g. social, banner ads, display ads for Google and assets for Meta, Bing)
- Programmatic
- Out-of-home (OOH) digital formats (e.g. digital billboards, 6-sheets)

Web and email Assets

- Email templates and banners
- Website banners

Other skills:

- Art direction and management of photography and videography if required
- Motion graphics (e.g. animations, GIFs, video content), either in-house or via subcontractors

7.3. Lot 3: Website Design (NMRN)

Website design will be instrumental in delivering the new NMRN brand, transforming the current site into a more effective and engaging digital presence that serves as a shop window for the organisation.

The successful bidders will be expected to demonstrate the following skills and capabilities:

- Ability to provide strategic creative direction, develop visual assets, and produce brand-led design concepts that are ready for implementation by development team
- Proven experience in embedding accessibility standards and UX/UI best practices throughout the design and build process, ensuring inclusive and user-friendly experiences
- Capacity to work seamlessly with web development agencies, ensuring that design concepts are technically feasible and compatible with existing platforms, tools, and workflows
- Ability to deliver comprehensive design documentation including specifications, annotated wireframes, responsive design guidelines, and accessibility-checked assets in developer-friendly formats
- Demonstrate commitment to integrating accessibility and usability principles from the outset of the design process
- Ability to contribute to post-project reviews and provide insights that support ongoing enhancement of the website and digital brand experience

7.4. Lot 4: Animation and Illustration (NMRN and PHD)

NMRN seeks illustration and animation services to support storytelling, interpretation, and audience engagement across its platforms including but not limited to digital and print formats and exhibition graphics. Animation and illustration may be needed to support marketing campaigns.

Skills that may be required include:

- Illustrated characters, scenes, artefacts, and environments
- Animated explainers, trailers, and interpretive sequences
- Motion graphics (e.g. transitions, UI elements, animated CTAs)
- GIFs and short-form social animations
- Storyboards and animatics
- Assets for exhibition interactives and digital displays
- Visuals for educational content and campaigns

Animators and or illustrators are invited to bid for this Lot.

7.5. Lot 5: Display Graphics Design (NMRN only)

We are looking for experienced display graphic designers with a strong track record in producing exceptional display graphics for the culture and heritage sector.

This framework may be approached to work on aspects of mid-scale exhibitions but will mainly be called on for services related to smaller exhibition displays and ad hoc projects. In many circumstances a separate Tender will be issued for exhibition design and build, this framework may be invited to bid separately for this work.

Skills and requirements may include:

- Supporting planning and concept development for display graphics
- Translating curatorial content into visual storytelling through layout, typography, and imagery
- Considering visitor flow, dwell time, and engagement in layout decisions
- Experience of 2D and 3D design
- Experience of using CAD or relevant software
- Developing environmental graphics (e.g. wall, floor, and spatial treatments)
- Developing legibility, contrast, and tactile elements for accessibility
- Designing wayfinding and signage systems within exhibitions
- Ability to design digital elements or subcontract digital elements of a display/exhibition
- Recommending sustainable materials and finishes which have a low carbon footprint to meet the requirements of the museum's sustainability policy
- Consulting with user groups to test accessibility features
- Delivering a comprehensive set of design guidelines for future use
- Designing accompanying resources paper based or digital resources

7.6. Lot 6: Signage and Wayfinding Design (NMRN and PHD)

NMRN and PHD requires ongoing design support for internal and external signage across its sites. This includes both routine signage (e.g. pricing, directional) and more complex creative solutions such as wayfinding systems and interpretative displays.

Skills that may be required are:

- Wayfinding systems
- Interpretative signage
- Designing visitor flow and sightlines layouts
- Internal/external directional signage
- Signage templates
- Building directories and maps
- Point of sale materials
- Wall graphics and hoardings
- Building/ship wraps
- Exhibition stands
- Banners, flags, marquees/gazebos
- Research based accessibility checks (e.g. legible fonts, contrast, tactile elements if needed)
- Suggestions of appropriate materials for durability, sustainability, and finish
- Providing annotated installation guides or mockups

7.7. Lot 7: Uniform Design (NMRN)

NMRN requires design services to create uniforms linked to its new brand and priority audiences. Uniforms are a complex and varied across the organisation with many iterations currently being worn. The successful supplier may be asked to help us to rationalise uniforms and support their roll out to members of our team.

Requirements may include:

- Aligning uniforms with NMRN's brand
- Ensuring practicality, comfort, and durability across roles
- Supporting rollout with clear guidelines and sourcing advice
- Embedding sustainability in sourcing and production
- Participating in consultations with NMRN teams to understand functional and brand requirements
- Developing uniform concepts for stakeholder presentation, including rationale for design choices
- Creating detailed technical drawings and specifications for production

7.8. Lot 8: Advertising and brand campaign ideation and design (NMRN)

The National Museum of the Royal Navy (NMRN) seeks a creative partner to lead the ideation and design of high-impact advertising campaigns that position NMRN Hartlepool (NMRNH), Fleet Air Arm Museum (FAAM), and HMS Caroline (HMSC) as compelling destinations for our priority audiences. These campaigns will play a critical role in driving visitation, and revenue across our sites.

Mini briefs will be sent out to the framework for campaigns every year to two years depending on business requirements. NMRN may release a Tender outside of this framework for campaigns for NMRNH, FAAM, HMSC – this framework may be invited to Tender for this work.

Campaign Objectives

- Develop annual or biannual advertising campaigns that connect emotionally and

- strategically with target audiences
- Amplify NMRN's brand across all communications
- Deliver a unified creative approach that allows for site-specific personalisation while maintaining brand consistency
- Support audience conversion across the full marketing funnel—from awareness to action

Creative Requirements

Campaigns should include, but are not limited to:

- A unified strapline and overarching creative concept
- A suite of print and digital assets that evolve over time while maintaining visual continuity
- A strong narrative and storytelling approach that reflects the distinct character of each site
- Flexibility to adapt the campaign for one-off events, exhibitions, offers, and seasonal promotions

We are seeking bold, imaginative, and audience-led creative thinking that marks a visual shift in how our sites are perceived. The successful suppliers will help shape a recognisable and resonant campaign identity that can be deployed across multiple channels and formats.

Brand Integration

As the campaign will be central to the launch of our new brand, suppliers will be required to sign a Non-Disclosure Agreement (NDA) prior to receiving brand guidelines and assets.

Framework Scope

This Lot specifically covers NMRNH, FAAM, and HMSC. While creative services for PHD will be procured separately, suppliers appointed to this framework may be invited to bid for future PHD campaigns.

Additional site-specific information including audience profiles, visitor numbers, and geographic reach is available in the attachment titled (FINAL Annex 2 - NMRN and PHD Audiences).

Example Requirements

- A creative campaign treatment incorporating the NMRN brand, with examples of unified messaging, design approach, and storytelling
- Visual mock-ups showing how the campaign could be implemented across key marketing channels, including out-of-home and paid digital media
- Concepts tailored to different audience intentions, showing how digital assets drive users through the sales funnel
- Adaptations for events, exhibitions, offers, and discounts

Potential Asset Deliverables

Assets may include multiple iterations and motion graphics suggestions across:

- 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

7.9. Lot 9: Artworking (NMRN and PHD)

NMRN and PHD often need a suite of assets for campaigns and occasionally multiple assets for other aspects of NMRN work i.e. venue hire or corporate communications. We are looking for technically brilliant artworkers to adapt creative concepts into final artwork across print and digital formats, ensuring brand consistency and technical accuracy.

Items may include:

- A4 posters
- Web banners
- 48 sheets
- Meta assets
- Programmatic assets

Example of skills required:

- Preparing artwork to print/digital specifications i.e. bleed, CMYK and crop marks
- Resizing and adapt assets for print and digital formats – ensuring correct resolution
- Ensuring output is consistent across all formats
- Liaising with printers and design/digital/media agencies where necessary
- Packaging files up to send on including fonts and linked images

7.10. Lot 10: Product design and development (NMRN only)

As part of NMRN's evolving commercial strategy, we will be developing a range of products that reflect our brand and resonate with our priority audiences. These products will support audience engagement, drive revenue and encourage brand loyalty and recognition.

We are looking for creative and business led product designers that can support us with product development.

Required skills may include:

- Understanding user needs, trends, and competitive landscape
- Idea generation including innovative solutions and product concepts
- Feasibility analysis in terms of technical and financial viability

Design and Prototypes

- Industrial design - shaping the product's aesthetics, ergonomics, and usability
- Prototyping - building physical or digital models to test form, function, and user interaction if necessary

Manufacturing Support

- Choosing suitable materials for performance, cost, and sustainability
- Optimising designs for efficient production

7.11. Lot 11: Corporate design (NMRN only)

Designers will be required to develop a cohesive suite of corporate assets for NMRN, ensuring brand consistency across print, digital, and presentation materials. These assets will support internal communications, public-facing documents and stakeholder engagement.

Requirements may include:

1. Stationery

- Letterhead (print and digital versions)
- Business Cards (staff-specific templates)

2. Corporate Collateral

- Annual Reports
- Impact Reports
- Annual Accounts
- Corporate Plan
- Report templates

3. Presentation and Reporting Tools

- PowerPoint Template (master slides, branded styles)
- Infographics (for data visualisation and storytelling)

B) Production

7.12. Lot 12: Print production (NMRN and PHD)

We are seeking experienced print production suppliers to deliver high-quality and cost-effective printed materials that support marketing and operational needs across our sites.

Requirements may include:

Marketing

- Posters (A1, A3, A4)
- Leaflets and brochures (DL, A5, A4)
- Flyers and postcards

Visitor Experience and Operational Materials

- Maps and guides
- Directional posters and directional signage when paper based
- Staff and volunteer badges

Corporate Communications

- Business cards and letterhead
- Annual reports, impact reports
- Corporate Strategy

7.13. Lot 13: Digital Production (NMRN and PHD)

This brief covers the creation of digital assets across multiple platforms and formats, supporting NMRN's brand rollout and marketing campaigns. Digital production suppliers may be required to produce digital assets for web, social, email, and out-of-home (OOH) channels that have integrated multimedia content or motion graphics. The scope also includes audio, video and photography whether skills available in house or the coordination of subcontractors.

Requirements and skills may include:

- Social media assets (static, animated, and video-integrated)
- Paid digital media assets (banner ads, display ads, programmatic formats)
- Optimising assets for platform-specific requirements
- OOH digital formats (billboards, 6-sheets, digital signage)
- Website banners and UI elements
- Email templates and banners for mass distribution
- Motion graphics (animations, GIFs, transitions, UI micro interactions)
- Integrating multimedia content into digital designs

7.14. Lot 14 – Signage Production (NMRN and PHD)

This brief covers the production of a wide range of signage required across NMRN and PHD. We are seeking experienced suppliers who can deliver signage solutions for diverse environments, including but not limited to:

- Museum galleries
- Historic ships
- Public-facing areas such as front of house
- Temporary exhibitions and one-off events
- Retail and point-of-sale locations
- Roadside

Requirements may include:

- Wayfinding systems (potentially large-scale and site-wide)
- Maps and directories
- Wall and floor vinyls
- Interpretive panels
- Directional and safety signage
- Event-specific signage
- Retail and promotional displays
- Temporary signage for pop-ups or seasonal campaigns
- Exhibition stands (trade shows)

- Banners, flags, marquees, gazebos

Skills required may include:

- Site surveys
- Material and finish proposals
- Production of signage
- Installation and quality assurance
- Maintenance recommendations (where applicable)
- Recommendations on materials for durability and sustainability
- Providing annotated installation guides or mock-ups
- Liaising with in house teams to confirm placement and scale
- Method statement, risk assessment and manufacturer guarantee
- Fixing methods to be detailed (adhesive, frame, grommets, etc.) needs to include suitable for heritage environments and listed structures where necessary
- Access and safety considerations to be coordinated with NMRN/PHD team

7.15. Lot 15: Large format printing (NMRN and PHD)

Items may include:

- Wall graphics (interior and exterior)
- Vinyl graphics (cut and full coverage)
- Hoardings (temporary and semi-permanent)
- Building wraps
- Totem signage and roadside panels

Skills that may be required:

- Recommendations for weather-resistant substrates for outdoor use (e.g. Dibond, Foamex, PVC)
- Recommendations for sustainable options (e.g. recyclable vinyl, eco inks)
- Fixing methods to be detailed (adhesive, frame, grommets, etc.) needs to include suitable for heritage environments and listed structures where necessary
- Access and safety considerations to be coordinated with NMRN/PHD team
- Site surveys
- Material and finish proposals
- Production of signage
- Installation and quality assurance
- Maintenance recommendations (where applicable)
- Providing annotated installation guides or mock-ups
- Liaising with in house teams to confirm placement and scale
- Method statement, risk assessment and manufacturer guarantee

8.TENDER AND CONTRACT DETAILS

8.1. Timeline

The estimated tender and project timeline is outlined below:

Outline of timescales		
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 8th December 2025
8	Earliest Commencement of Contract after Standstill Period Ends and Begin Phase One of the Framework	Earliest Opportunity 18 th December 2025
9		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.

8.2. TENDER

This process is being procured as part of an open tender process. Responders should note that the timeline above for tender responses is fixed.

We are offering interested parties for all Lots the chance to participate in an online Market Engagement Day Thursday 6th November 2025. We will share some key information about the NMRN and PHD, and an expansion of the detail presented in this document including a briefing on brand and the Boathouse 6 and Royal Marine Experience projects. There will also be the opportunity to ask clarification questions.

The deadline to express interest in attending the Market Engagement Day **12.00 Wednesday 5th November 2025** and expressions of interest should be directed to racheal.brasier@nmrn.org.uk.

Interested parties can bid for multiple lots and in conjunction with subcontractors.

Lots 1, 2, 3, 5, 8, will be asked to attend a Teams short interview post evaluation. Lot 8 will be asked to attend a Teams or in person interview post evaluation.

List of Tender Documents

Document Number	Name of Document	Required to be Submitted?
1	1. NMRN ITT- Instructions for Tenderers_DesignProductionAgency	No
2	2a. NMRN ITT- Response Forms Guidance- DesignProductionAgencyOPF	No
3	2b. NMRN ITT- Annex F-G-H- Response Forms- DesignProductionAgencyOPF	Yes
4	3. NMRN ITT- DesignProduction- Open Framework Guidance	No
5	4. NMRN Open Framework- v2- Contract Sample	No
6	5.NMRN DesignProductionAgency- Response Forms- All Lots.zip <i>If not available on the Central Digital Platform website, it can be sent by request by emailing tenders@nmrn.org.uk</i>	Yes
7	Annex 1 Design and Production Services Scope	No
8	Annex 2 - NMRN and PHD Audiences	No
9	PHD 2020 Guidelines 130820 2	No