

Appointment of Design and Production Services (Open Framework 2025)

Clarifications & Responses Issue 2

Question No.	Clarification Question	Responses
Please ensure that all communications go through tenders@nmrn.org.uk in the first instance.		
1	We would also like to ask a clarification question on the specification for pricing: 75,000 DL 6pp leaflets on 120gsm Silk "120gsm" paper weight relates to uncoated stock only. Silk (as a coated stock) is available in 115gsm or 130gsm. Which weight do you require for a costing purpose please?	Please quote on 115gsm.
2	Please are you able to send through the tender documents?	Due to the number of documents, you are able to download all relevant documents via the Central Digital Platform, link here; Appointment of Design and Production Services - Find a Tender
3	For this opportunity do you envisage choosing multiple suppliers for this, or would it be just one supplier?	The NMRN intends to appoint multiple suppliers to each lot. It is anticipated that different companies will bring varied expertise, capabilities, and scales of delivery. This approach will allow us to match suppliers to specific project needs and ensure flexibility across our programmes.
4	When will the invitations via MS Teams be sent out and times confirmed?	We will aim to get these issued out 3rd or 4th November 2025. Updated in Second Issue below; As the NMRN get closer the submission date we will confirm the times for the post-submission interviews. The interviews will look to draw further on your submitted information as part of the tender opportunity and the criteria to ensure to utilise your time appropriately. If you are unable to attend, we will look to share a PDF of the presentation. Please note dependant on the content we may have to redact areas of it.
5	Under Section B, Lot 13 - are you looking to procure video production services? This includes planning, filming and editing marketing videos, brand videos, social media videos, video documentaries etc.	Yes, this could form part of this Lot
6	Under Section B, Lot 13 - are you looking to procure audio production services? This includes the planning, recording and editing of podcasts and audio guided tours.	Yes, this could form part of this Lot
7	Section 4a in the Response Forms Guidance document states the tasks, associated with each Lot, that applicants should provide quotes for. Please could you clarify the task for Lot 13, which is	Please can you quote for both

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	<i>listed as 'social media assets'. Would this include social video assets or does it only refer to static social assets?</i>	
8	<i>Section 4a-3 in the Annex F-G-H Response Forms document asks for ISO accreditation. Is this a requirement for this tender? Will applicants who cannot provide this not be considered?</i>	This is not a mandatory requirement under Annex F. It is discretionary, as we recognise that while it may be relevant to certain lots, it may not apply to others."
9	<i>We would only be applying for Lot 4. Would you prefer companies who can cover more aspects of the framework.</i>	Tenderers are welcome to bid for a single lot or a multiple number of Lots that align with their expertise and service offerings. We are not limiting the number of suppliers appointed to lots, the only shortlisting will be based on the quality score assessment of your response for appointment. Submissions for a single Lot such as Lot 4 are acceptable and will be given equal consideration. Please ensure to respond within the correct Response Forms to the Specific Lots you are bidding for.
10	<i>Do you have an existing relationship with an animation company or is this a fresh start?</i>	The NMRN at present does not have an existing contract with an animation company. This is a new opportunity as it is advantageous to do so in this framework.

Issue 2 begins from Question 11

11	<i>How do we get hold of the Lot 8 materials stated in the tender documentation pack? Do we need to sign an NDA first prior to receiving the branding guidelines?</i>	As per the Instructions for Tenderers document, the Lot 8 branding guidelines will be available after the Online Market Engagement Day once ready to issue. The process will be as follows; 1. Express interest in Lot 8 and the branding guidelines, if you have not done so already. 2. The Tenders Inbox will issue the NDA for the supplier requesting the document to complete. 3. Return to procurement@nmrn.org.uk to ensure these are tracked and logged. 4. Once it has been checked, a link to the branding materials will be sent to download, the link will be passworded and time limited. 5. If new branding guidelines and logos are shared without the NMRN's approval or against terms set out in the NDA your bid may be disqualified. Bidders outside of Lot 8 are not eligible to receive this. Please do not request this if you're not bidding for this particular lot. See final page of this clarification for explanation.
12	<i>What documents do I need to complete and return?</i>	2b. NMRN ITT- Annex F-G-H- Response Forms- DesignProductionAgencyOPF 5.NMRN DesignProductionAgency- Response Forms- Use the response forms for the Specific Lot(s) you are bidding for, including the pricing proposals

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13	Does each Lot require 5 case studies?	You are welcome to duplicate responses for case studies; however, it would be beneficial to see different examples in lots where specific expertise can provide relevant insights.
14	Can case study clients duplicate across lots, with changed content to tailor the specific need?	Yes- as it will provide relevant insights.
15	Is there a minimum/maximum word count for each case study?	Each Criteria Response has a word limit, please stay within it, it is not a target though. The references section in the Annex F-G-H- Response Forms- DesignProductionAgencyOPF document do not, however, please keep these succinct- as it is not scored.
16	Please could we make the below specification clarification for Lot 12: - 250 32pp perfect bound A4 book on uncoated recycled stock - Is this 4pp cover + 32pp text or 4pp cover + 28pp text? - Please can you confirm the card weight for the cover and paper weight for the text. - The page extent is really thin for perfect binding (we advise a 2.5-3mm spine as a minimum) - would saddle stitching be OK?	It is 4pp for cover and 28pp for text Weight for cover 250gsm Weight for text 140gsm Yes, it's fine to quote for saddle stitching, state this in your response.
17	Please can you let me know the information required to apply for the tender?	All tender documentation is located here; Appointment of Design and Production Services - Find a Tender
18	Do you require answers to be entered into the Word forms, or can they be in designed pdfs? You say accompanying visuals may be submitted as a pdf, but can these also include the wording of our case study?	You are welcome to provide your responses in designed PDFs, however, they MUST contain the format in the response i.e. the Criteria Question and Number and the respective Lot. Failure to do so may risk your response being assessed as non-compliant to the procedure. Each Lot response form MUST be submitted separately, not together. This is to ensure our evaluation timeline can be as efficient as possible.
19	If designed PDFs are acceptable, should we submit one pdf per lot with all answers, or a separate pdf per criterion?	One PDF for the response form for the specific Lot. If you are bidding on multiple lots for example, then you must submit the response forms separately in the same email/link and as labelled in the tender pack. Such as if you bid for Lot 1 and Lot 7 for example you will need to submit the following specific response forms; 5. NMRN DesignProductionAgency- Response Forms- Lot 1 5. NMRN DesignProductionAgency- Response Forms- Lot 7

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		You are welcome to put your organisation/agency name after the lot number. If you're using your own PDFs please maintain the same naming process where stated.
20	<i>For Lot 8 criterion 1b are you asking for new creative work here?</i>	Yes, we are asking for new creative work in the form of a concept for this Lot.
21	<i>Can the client testimonials for criterion 3 be used for multiple lots? Otherwise, it's a lot to ask existing clients to write a number of different testimonials for each lot.</i>	See response to Question 12 & 13.
22	<i>In the form for Lot 8 the wording for criteria 2 & 3 is the same. Please can you supply the correct wording?</i>	Thank you for this, it has been corrected and will be issued alongside the clarifications.
23	<i>In Lot 8 Pricing you ask for a pricing for; a) initial assets and b) assets for the rest of the year. To enable us to price these can you tell us which assets fall under a and which under b? As it is not clear in the tender pack what specified quantities can we give you a price for designing one of each item?</i>	We don't know what is needed at this stage. If you could give us a price for one of each item at this stage that will be acceptable.
24	<i>I have one question - is each 'lot' graded separately, or are you grouping them together?</i>	Each lot will be evaluated for only that specific lot. The evaluation panel will be comprised of representatives from NMRN and will include MRT, as noted in the ITT and Market Engagement Day Slides. Panels will be specific to each lot to ensure relevant expertise is applied to scoring where appropriate. The NMRN have given the same evaluation criteria for efficiency in our evaluation process, and for consistency. This approach has been successfully utilised on recent tender opportunities where a high volume of bids was anticipated across multiple lots.
25	<i>We offer design capacity for clients. Would these be graded individually? Or grouped?</i>	See above response.
26	<i>Could you please confirm if companies registered in France are eligible to apply for all Lots?</i>	You are welcome to bid as a French registered organisation: our preference is for UK Suppliers. To be clear, it is a preference, and not a mandatory requirement. As we will accept suppliers from EU Nations, for example Republic of Ireland for work for HMS Caroline, which is located in Belfast, Northern Ireland.
27	<i>Also, how many suppliers do you intend to appoint per Lot?</i>	There is no limit to the number of suppliers appointed to this framework for lots. The only shortlisting requirement we have specified is based on our Quality Assessment of bids. This ensures that all appointments meet a satisfactory standard for use by the NMRN. As the NMRN will have a wide range of requirements within certain lots for not only our sites, but the internal departments and not yet known or defined

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		future opportunities across the 8-year duration of this contract.
28	Can you confirm whether any materials, slides, or supplementary information shared during the Market Engagement Day on 6th November will be made available to all interested suppliers?	The PowerPoint slides and recording will be shared with the clarification issue.
29	For suppliers unable to attend the Market Engagement Day, what is the process for ensuring we have access to equivalent information?	See response to question 30.
30	For Lot 8 (Advertising & Brand Campaign Ideation), what is the timeline for NDA signing and receipt of brand guidelines? Will suppliers receive guidelines sufficiently in advance of the 21st November deadline to develop concept work?	These will be issued following the Market Engagement Day, once all relevant internal approvals have been completed Approx. week commencing 10 th November 2025.
31	For Lot 8 concepts, what format should the deliverable take? (e.g. PDF presentation, mock-up formats, number of concepts expected)	On Lot 8 please can you provide a PDF.
32	Are brand guidelines available for review before committing to Lot 8 bid, or must NDA be signed first?	No- See response to Question 11.
33	Can I ask how many companies will be shortlisted to the next stage?	There is no shortlisting for post-submission interviews. Shortlisting for appointment is stated that bids that are assessed and scored below 60% of the total available quality score (100%) for this tender lot there will not be shortlisted to be selected for the lot.
34	Just to be 100% clear NMRN are not limiting the amount of suppliers appointed to each lot?	No, see response above.
35	The open framework timeline duration of 8 years is fairly long-term as a contract.. How does the framework allow for increasing fees, as the costs will vary between year 1 and year 8?	These will be re-assessed at each re-opening of the framework. The NMRN will communicate how this will work in the contract to the appointed suppliers. Where this is a new procedure under the PA23 we want to provide as much guidance in this process for appointed suppliers.
36	Are there any minimum staff / turnover requirements for vendors appointed to this framework? Thanks.	None required.
37	I know there are word limits, but are there any page limits for responses incorporating visuals?	There is not, but please be proportionate, as visuals are not to be used in lieu of a written response. Words within visual may be counted if this is perceived.
38	How is the NMRM currently selecting vendors? Before this open framework? Is this open framework replacing an earlier framework?	There hasn't been a framework before; NMRN has used multiple suppliers across sites and departments. Without a contract/framework, this may risk breaching procurement legislation and thresholds as a non-departmental government body. This tender will establish a flexible, approved supplier list for the stated lots.

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39	<i>Do you want our Environmental Policy submitted as a separate document, to accompany the Sustainability question response?</i>	Yes please, with it clearly stated within your response the name of the file included in your tender pack. If you're submitting to your own website, please ensure the link works prior to sending.
40	<i>Do you have to submit both sections if only applying for lot 8?</i>	These are the two documents required for submitting for Lot 8 2b. NMRN ITT- Annex F-G-H- Response Forms- DesignProductionAgencyOPF 5.NMRN DesignProductionAgency- Response Forms- Lot 8 The response forms include the pricing for this specific lot.
41	<i>In response to Criteria 1. Are you looking for 1,000 words covering a general demonstration of our experience: how we work, the types of products we work on, our creative approach, etc. And then the five case studies would be in addition, e.g. a PDF with, for example, a page of assets for each case study and a concise description? Or does the 1000 words need to cover the case studies?</i>	Yes, that is correct on the first point. The case studies when sitting in a PDF can sit separately to 1,000 words and clearly labelled the name of the document.
42	<i>How is the NMRM currently selecting vendors? Before this open framework? Is this open framework replacing an earlier framework?</i>	This is a new framework. Vendors before were selected on a three-quote basis. With occasional work going through a Procurement process if over the value of £25k
43	<i>If we are pitching for more than one Lot, can the case studies/testimonials etc. all sit within one final document (with clear divides/titles), or you need a separate PDF for each Lot?</i>	See response for question 22. If you are bidding for more than one lot, you must submit each of the response form documents. You can duplicate answers, we merely ask for them to be specific to the lot where appropriate.
44	<i>Are you able to provide budgets by lots?</i>	There's no committed spend for the framework or its lots, so no specific budgets have been allocated. The advertised total value of £5 million is an approximate projection over eight years, based on current costs, adjusted for CPI, and includes allowances for adjustments. At each re-opening of the tender, the NMRN will review and update this estimate in line with our internal budgetary considerations.
45	<i>Could I ask if successful for the bid, our company is in the middle of a takeover, would our new company have to re-apply, as it would have a different companies house number etc, or would the contract automatically be transferred?</i>	Please bid for this tender as the current company, and when the takeover is completed send the relevant documents to allow novation of the framework contract and updating the finance department if appointed. The NMRN are familiar from existing contracts, either through name changes or takeovers.
46	<i>If applying for more than one Lot, is it easier to send proposals/responses in separate emails, i.e. three lots = three emails.</i>	It can be sent in one email, see response to question 22 for full detail.

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		As the document names will indicate the particular lot response forms.																																				
47	Should we send in separate emails for each Lot response?	No, all in one email, unless the email is unable to send due to the file size. As the document names will indicate the particular lot response forms.																																				
48	Please clarify the weightings, as unless I am misreading the % weightings, they add up to 110%?	This has been checked, and all lots add up to 100%, see below table; <table><tr><th colspan="2">Lot 1-7 and Lot 9-15</th><th colspan="2">Lot 8 Only</th></tr><tr><th>Criteria & Weighting</th><th>Running Total</th><th>Criteria & Weighting</th><th>Running Total</th></tr><tr><td>Criteria 1- Previous Experience & Skills (45%)</td><td>45</td><td>Criteria 1a- Experience of Delivery (25%)</td><td>25</td></tr><tr><td>Criteria 2 – Your Organisation (15%)</td><td>60</td><td>Criteria 1b- Delivery of Concepts (20%)</td><td>45</td></tr><tr><td>Criteria 3 – Delivery of Services (25%)</td><td>85</td><td>Criteria 2- Previous Experience & Skills (25%)</td><td>70</td></tr><tr><td>Criteria 4a- Sustainability (10%)</td><td>95</td><td>Criteria 3- Your Organisation (15%)</td><td>85</td></tr><tr><td>Criteria 4b- Social Value (5%)</td><td>100</td><td>Criteria 4a- Sustainability (10%)</td><td>95</td></tr><tr><td></td><td></td><td>Criteria 4b- Social Value (5%)</td><td>100</td></tr><tr><td>Total Weighting</td><td>100</td><td>Total Weighting</td><td>100</td></tr></table>	Lot 1-7 and Lot 9-15		Lot 8 Only		Criteria & Weighting	Running Total	Criteria & Weighting	Running Total	Criteria 1- Previous Experience & Skills (45%)	45	Criteria 1a- Experience of Delivery (25%)	25	Criteria 2 – Your Organisation (15%)	60	Criteria 1b- Delivery of Concepts (20%)	45	Criteria 3 – Delivery of Services (25%)	85	Criteria 2- Previous Experience & Skills (25%)	70	Criteria 4a- Sustainability (10%)	95	Criteria 3- Your Organisation (15%)	85	Criteria 4b- Social Value (5%)	100	Criteria 4a- Sustainability (10%)	95			Criteria 4b- Social Value (5%)	100	Total Weighting	100	Total Weighting	100
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Total Weighting	100	Total Weighting	100																																			
49	Are you able to tell us how many people have expressed an interest?	NMRN are unable to disclose that information. However, over 120 people attended our Online Market Engagement Day, this does not reflect the number of interested suppliers.																																				
50	Can we supply links to our website, or would you prefer separate documents?	The NMRN are content with either, please ensure to check the links work, and the tender documents are included and named appropriately in your response to ensure they’re considered in the relevant criteria.																																				
51	When it comes to creativity, how courageous are the NMRN?	The NMRN are always open to new ideas, in the Online Market Engagement Day the Brand and Marketing Lead highlighted our current campaign is bold.																																				
52	With regards to Lot 8, will there be any kind of image bank shared within the guidelines to work with on the campaign concepts?	See Response to Q11.																																				
53	Will you be sharing the supplier lists for each Lot once appointed?	NMRN will disclose the full list of appointed suppliers across all lots once contracts are in place, as this information must be published on the Central Digital Platform.																																				

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54	<i>Do you have any other incumbent suppliers, or will all creative work now be going through this framework?</i>	NMRN intends to route all creative work through the framework first. However, as stated in the ITT, we reserve the right to procure work outside the framework where appropriate e.g., due to value or complexity. Relevant lots may be informed of such opportunities where applicable.
55	<i>What is your max file size for email inbox?</i>	It is a standard file max inbox size, not far over 20mb. As mentioned before, welcome to split emails or send via DropBox or We Transfer.
56	<i>Will you be providing all/any assets required to be incorporated into designs?</i>	The NMRN will not be providing any assets as part of this tender opportunity.
57	<i>Can you suggest what the culture for approvals and amendments is typically like at NMRN i.e. for pricing, should we allow a reasonable amount of time for amendments and approvals?</i> <i>Does there tend to be a lot of changes and redesigns?</i>	In your submission we encourage bidders to provide in their pricing a minimum of 2 sets of amends/changes in the appropriate lots.
58	<i>There was mention of an NDA in the ITT to be given access to the new brand guidelines- will this be available after this meeting?</i>	See Question 11.
59	<i>Is any weighting / particular consideration given to veteran-owned organisations / those on DERS Bronze/Silver/Gold etc?</i>	Whilst it is not listed as a specified requirement you are welcome to provide it in your response as an additional insight. This will then be considered in line with our Scoring Criteria in the ITT in Section 5.2
60	<i>Can we share case study visuals using online channels such as pitch?</i>	Yes, however, it should be used to compliment your written submission.
61	<i>Do case studies have to be shared in PDF format only, or can we share with an online resource?</i>	Our preference is PDF; however, you can share an online resource as long as the link provided works. In addition, online only resources should be made available to be accessible by a number of the NMRN and PHD partners as panel members.
62	<i>If we are shortlisted, what is the assessment criteria of the subsequent interviews.</i>	See response to question 4
63	<i>Can we provide images and answers (text) in one pdf document rather than fill in the word document with text and a pdf with imagery when providing 5 case studies.</i>	Yes, this is acceptable.
64	<i>If the graphic design requires bespoke commissioned illustrations, are we able to provide suggested suppliers or do these contacts have to come from your Framework agreed list?</i>	Suppliers may use their own contacts for bespoke illustrations via subcontracting. Any subcontracted parties must be disclosed in your response to avoid perceived collusion or conflicts of interest.
65	<i>If the graphic design requires print samples and graphic production, are we able to provide suggested suppliers or do</i>	We would prefer to use the Framework in this instance.

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	<i>these contacts also have to come from your Framework agreed list?</i>	
66	<i>In the price schedule for Lot 5 we can provide hourly rates to fill in on your table, but we do not know the full extent of the scope of works to be able to provide 'estimated days' of work when we don't know what we are costing towards.</i>	Please can you quote against the following: Design a set of large-format display graphics for a small exhibition. • 2-3 graphics for backdrop or panels (e.g., 2m x 1m) can you quote against
67	<i>Could you please confirm if Lot 4 - Animation is the only lot applicable to our services?</i>	Video production may be included in Lots 2, 4 and 13
68	<i>We are keen to know if there are any requirements for video or social media video content within this procurement</i>	Yes, there is – this can be part of Lot 2, 4, and 13
69	<i>Does each Lot require 5 case studies?</i>	Yes, it does, if you're bidding for multiple lots, you're welcome to use similar case studies.
70	<i>Lot8 - 'High impact - what does high impact mean? what does success look like?'</i>	For us, success is defined by: • Strong ticket sales driven by the campaign • Alignment to the brand • Alignment to our priority audiences • A compelling call to action that draws out the experience of visiting one of our attractions
71	<i>The brief says: 'We are seeking bold, imaginative, and audience-led creative thinking that marks a visual shift in how our sites are perceived.' - can you expand further on current perception vs how they want to be perceived</i>	For guidance on this, please refer to Annex 2, which outlines the audiences that currently attend and those we aim to engage more effectively.
72	<i>For Lot 12 we have a few questions to ask;</i> • <i>Would it be beneficial to see actual printed samples posted to you (to see quality)?</i> • <i>Pricing: 75,000 DL 6pp leaflets on 120gsm Silk: Commercially available silk sheets are 115gsm or 130gsm – which would be best for you?</i> • <i>Pricing: 250 32pp perfect bound A4 book on uncoated recycled stock: Which weight stock would you prefer?</i> • <i>We would suggest either 150gsm self-cover (throughout) or 120gsm Text with a 250gsm cover.</i>	This wouldn't be included in evaluation Please quote on 115gsm Weight for cover 250gsm Weight for text 140gsm
73	<i>Just a clarification regarding the tender documents;</i> <i>3.1 and 3.2 don't prescribe a word count, specific form of tender other than written for example is there a specific way of responding or not or are you expecting it to take the form of a completed word document per the doc ref 2b.</i> <i>Annex D-F-G-H For Completion and Submission which states it is 'part of the tender opportunity' not the full requirement?</i>	Annex D-F-G-H is the mandatory Procurement Specific Questionnaire. Whilst the sections don't have stated word counts, please keep them succinct- as they're not scored.
74	<i>For video production is this included in any of the lots, as it isn't mentioned in the breakdown of requirements. Looking at the previous issue of your last clarification answers you suggest that this is a possible requirement in LOT 13. Is that correct?</i>	See answer 66

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75	<i>With regards to Lot 13 – should we be quoting for the creation of one asset design, with an allowance of it being adjusted for export to 10 different sizes – is this correct?</i>	Yes, this would be acceptable
76	<i>Regarding Lot 11 – would quoting for 6 different slide layouts within the branded template design be suitable?</i>	Yes, this would be acceptable
77	<i>Also, if in submissions for other lots can we part fulfil, is it worth applying or best to leave as all parts within particular lot need to be fulfilled?</i>	Proposals must cover the full scope of each lot; any blank responses may risk being scored zero. The assessment panel will be different across lots. You may bid on multiple lots and duplicate responses, but ensure each one is tailored to the relevant lot.

Timelines as stated within the ITT

Submission Deadline

Midday (1200) Friday 21st November 2025

All submissions are to be sent to tenders@nmrn.org.uk

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Lot 8- Branding Guidelines Procedure- IMPORTANT

Within this tender **Lot 8** includes access to additional resources linked to the NMRN's upcoming rebranding project. As such, there will be **strict guidelines** governing the use and management of the brands assets, which may include imagery and associated materials.

This work represents a significant visual shift across all NMRN site communications. The campaigns will play a key role in amplifying our new brand. As the brand has not yet been launched, interested parties will be required to sign a **Non-Disclosure Agreement (NDA)** and submit **BEFORE** any brand guidelines or materials are released.

PLEASE NOTE- THE BRANDING GUIDELINES OR MATERIALS PROVIDED ARE STRICTLY CONFIDENTIAL

To access these resources, bidders must follow the steps below:

1. **Once the NDA is completed by you and signed it is to be sent to; procurement@nmrn.org.uk**
 - a. **You will be provided with a password-protected link to download the relevant resources.**
2. *Please note that this link will be timebound, and access will expire after the submission deadline.*
3. **IMPORTANT- Any unauthorised sharing of these documents outside the terms of the NDA, or without prior written permission from the NMRN, may result in disqualification from the tender process.**
 - a. *It is at the NMRN's discretion if this disqualification applies to just Lot 8 or for ALL lots you may propose to be appointed for.*
4. For bidders submitting responses for multiple lots within this tender opportunity, we kindly request that the branding guidelines for Lot 8 are used **exclusively within only Lot 8 responses**.
5. This is to ensure a fair and impartial evaluation across all lots. Use of Lot 8 branding outside of its designated response may be perceived as providing an unfair advantage, particularly if known to other suppliers.
6. You're welcome to use any form of signatory either via E-Signature, or signed, scanned in full and emailed back to the NMRN.

Branding Information for Design & Production Lots 1-7 and 9-15

- If you wish to include examples of proposed work or product mock-ups featuring a logo for example as part of your tender pack, please ensure you use the **current NMRN (or PHD) brand**.
 - **NMRN (Current Branding)**
 - **PHD- Current Branding-** In tender pack as Annex 3- PHD 2020 Guidelines