**National Army Museum Trading Limited**

Brief for the provision of Museum Souvenir Book Design and Print Services

June 2023

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**1. Introduction**

The National Army Museum (NAM) is in the final phase of a programme of works which sees the refreshment of its permanent galleries. This follows a major rebuild project, referred to as Building for the Future (BFTF) which transformed the entire layout of the Museum. The Museum re-opened in March 2017 by her Majesty the Queen after a three-year closure.

To compliment the Museum offer, extend the visitor experience and support National Army Museum Trading Limited (NAMTL) objectives the Museum is looking to appoint a suitably qualified and experienced company to provide an official souvenir guide to the Museum, which will be on sale, online and at transactional spaces inside the Museum.

The guidebook is a key commercial product and whilst also delivering high volume sales and commercial return it must also be a reflection of the Museum’s purpose, mission, vision brand and values. As such the company appointed must be able to translate the brand whilst ensuring the product is both commercially attractive and viable.

If you want to help us deliver this product, and are interested in tendering for this, this document provides the following information:

* Scope of works
* Schedule
* Tender Process

We would welcome your application to work with us.

**2. Scope of works**

NAMTL is seeking to appoint a company(ies) to design, edit, print, store and deliver via a call-off agreement the new official Museum Souvenir Guide. It must reflect the organisations purpose, mission and vision whilst also translating the brand and values to reflect the Museum; it’s rich collection and galleries.

The appointed company will be expected to deliver a creative and innovative solution on time and must meet the Museum’s aims as set out in the brief and in any subsequent briefings.

The contract will last for 3 years, commencing July 2023, with a possible 2 year extension at the end of the initial term.

**2.1 Design and editing services**

2.1.1 Design

* To develop the design treatment (print and online) for the guidebook utilising the guidelines, design brief and subsequent client feedback on the creative treatment submission.
* Prepare and provide sample pages for consideration and approval
* Prepare and provide full page layouts to include cover for consideration and approval
* Produce final artwork for approval by NAM and NAMTL including a mock up of the final design if required.

2.1.2 Copy edit service

* To provide copy editing services for the guidebook content using NAM’s house style and tone of voice guidelines.
* Provide revised copy for NAM and NAMTL to review and comment

**2.2 Print and delivery services**

**2.2.1 Specifications**

a) Size

* 235 x 170 mm
* 4pp cover
* Approx. 54pp text and images

b) Materials

* Cover sections 350gsm, matt coated, FSC certified product
* Text sections 150gsm, matt coated, FSC certified product

c) Finishing

* Fold, gather sections
* PUR bind
* Cover
* Trim flush
* Pack

**2.2.2 Print and delivery**

* Up to 15,000 initial print run, with storage and call-off delivery services.

**2.3 Project management**

* Prepare a detailed programme for delivery of the project
* Liaise with NAM to ensure content deadlines are met
* Prepare a final budget for the project based on the agreed design solution(s)
* Ensure initial guidebook delivery date is met and set out procedures further print-runs

**2.4 NAMTL’s requirements in fulfilling these services**

This project consists of 2 strands, design and editing service and print and delivery services.

NAMTL will consider responses for the whole project or the individual strands.

Ideally, NAMTL is looking for a company with the ability to deliver this programme of work and as such we would welcome quotations which include the use of subcontractors. All references must be provided as part of the tender submission and the main contractor must manage these sub-contractors.

As a start you will have:

* Previous experience and success in creating and delivering engaging guidebooks
* Ability to translate a brand through visual communication
* Previous experience of producing guidebooks for a Museum or Visitor attraction
* Ability to maintain high-volume, high quality print whilst meeting tight deadlines

Prior to appointment NAM and NAMTL will provide:

* Initial design brief documentation including proposed guidebook structure
* Previous Museum guidebook images and text assets
* Brand and house style materials

To request this information please contact [dwatkins@nam.ac.uk](mailto:dwatkins@nam.ac.uk)

On appointment NAM and NAMTL will provide in agreement with the appointed supplier:

* Text and image assets for new souvenir guide
* Museum Master Narrative
* Audience Segmentation Model

**3. Budget**

NAMTL has a target RRP for the Museum guide of £6.00 and is seeking to maximise the margin of the product.

In order to ensure the clear comparison of submissions a detailed price breakdown for submissions, at appendix, is provided.

All costs for individual elements detailed in the response must be fully disclosed along with all calculations.

Quoted fees must include all of the following:

1. Professional fees
2. Development, research and design costs
3. Print, delivery and storage costs
4. Travel and expenses
5. Accommodation
6. Disbursements
7. An estimate of any contingency
8. All third party fees
9. Report, printing and presentation costs
10. All other expenses and costs required in the delivery of the project.

The fees should indicate if they include or exclude VAT.

**4. Copyright**

It must be noted by the designer that all rights (including ownership and copyright) in any reports, documents, specifications, instructions, plans, drawings, patents, models or designs whether in writing or on other media:

1. Provided or made available to the designer by NAM shall remain vested in NAM.
2. Prepared by or for the designer (or any subcontractors employed or contracted by the designer) for use, or intended use, in relation to this project will be assigned to and shall vest in NAM absolutely.

The contractors should therefore allow for such vesting rights to be included within the fee bid.

**5. Schedule**

NAM would like to discuss the delivery schedule in detail with the appointed company as part of the discovery phase. However, the following list provides some indicative delivery milestones.

* **July 2023** – Project kick-off, commencement of design development, handover of initial text and image assets and delivery schedule sign off
* **August 2023** – Handover of final text and related assets and sign off of full page layouts
* **W/C 4th September 2023** – Final proof
* **W/C 18th September** – First delivery drop completed souvenir guide

**6. Project team**

**Project sponsor team**

Kathryn Haggerston – Head of Commercial

Glyn Prysor – Research Director

Nikki Elvin – Head of Communications and Campaigns

**Project manager**

Dawn Watkins – Assistant Director (Commercial & Visitor Experience)

**7. Tender process**

**7.1 Tender requirements**

Proposals should comprise the following.

**7.1.1 Response to brief**

Response to the brief should demonstrate:

* An illustrative response to the brief with any thoughts about further development, limited to 2no. responses
* A clear methodology statement for the development and delivery of the works detailed in section 2
* An outline work plan identifying key milestones and sign off points informed by this brief
* Confirmation of team members, including sub-contractors if relevant.
* Cost plan detailing the tasks and staff responsibilities, daily and hourly rates and expenses.

**7.1.2 Tenderers project team, qualifications and experience**

Provide details of three relevant projects that demonstrate qualifications and experience. For each project, include a description of the project, you, your company’s and/or sub-contractors’ role, client, budget and project dates.

**7.1.3 Fee**

The Fee is to be a fixed sum for the provision of all Works as outlined in the Scope of Works.

The Fee is to include all expenses. This will include travel costs, accommodation, disbursements, reports and all other expenses and costs required in the provision of the Works. The fee should exclude VAT at the prevailing rate.

**7.1.4 Instalment payments**

Provide a suggested fee drawdown schedule in your response. NAM reserves the right to amend any suggested drawdown schedule.

**7.1.5 Insurance**

Please provide copies of up-to-date insurance - NAM requires Public

Liability with a minimum of £5 million, Employers Liability with a minimum £5 million and Professional Indemnity Insurance to the value of £2 million.

**7.1.6 References**

Provide reference details of three recent contracts that are relevant to this project. Include the name and contact details of the clients’ representatives who could be approached for references. References will be taken up before confirmation of appointment.

**7.1.7 Financial**

Please provide a copy of the company’s published accounts for the last three years.

**7.1.8 All company documentation as requested below:**

* The completed Form of Tender (Appendix A)
* The completed Certificate of Bona-Fide Tender (Appendix B)
* The completed Supplier Statement (Appendix C)
* The completed detailed price breakdown (Appendix D)
* All forms (Appendix A,B,C,D) should be signed by the Tenderer or, in the case of a Company by the Secretary or other authorised person
* Any other information that is required to clarify the tender.

**7.2 Tender submission**

Tenders should comprise 2x hard copies and 1 x electronic on DVD/memory stick of all tender content as outlined below:

* NAMTL Guidebook Design and Print Proposal
* The completed Form of Tender (Appendix A)
* The completed Certificate of Bona-Fide Tender (Appendix B)
* The completed Supplier Statement (Appendix C)
* Any other information that is required to clarify the tender.

**7.3 Tender return**

* Tenders must be submitted no later than 1200hrs on 29 June 2033 via email or in a plain envelope labelled only with the address below and clearly marked “Tender – NAMTL Souvenir Guide Design and Print Proposal”. No other marks or wording (including pre-paid franked stamps), which might indicate the identity of the sender, shall appear on the envelope containing the tender.

The tender shall be submitted to:

Secretariat

National Army Museum

Royal Hospital Road

Chelsea

London SW3 4HT

Tenders can also be returned via email at the above date and time to: tenders@nam.ac.uk. The subject of the email should state “Tender –NAMTL Souvenir Guide and Print Proposal”.

Any submission received after the deadline will be disqualified.

**7.4 Tendering costs**

NAM will not be responsible for or pay for any costs or expenses that are incurred by any tendering consultant in preparing and submitting their tender.

**7.5 Contract award criteria**

The tender board may consist of the following NAM representatives:

* Assistant Director (Enterprise)
* Head of Commercial
* Head of Communications and Campaigns
* Research Director

Tenders will be assessed on the following criteria:

* Response to brief **30%**
* Qualifications and Experience **20%**
* Project Team and Resourcing **20%**
* Fee  **30%**

Each proposal will be given a score. A proposal considered to be unsuitable shall be rejected at this stage if it does not respond to important aspects of the brief. NAMTL shall notify unsuccessful tenderers of the rejection of their proposal after completing the selection process.

Tenders will be awarded on the absolute discretion of the Board of NAMTL, in accordance with internal policies and statutory regulations. NAMTL is not required to accept the lowest priced tender.

The decision will be final and binding, no correspondence will be entered into.

**7.6 Tender programme**

The key dates in relation to this tender exercise are detailed below.

|  |  |
| --- | --- |
| **Activity** | **Date** |
| Brief issued | 13 June 2023 |
| Tender submission deadline | 12:00hrs 30 June 2003 |
| Notification shortlisted candidates | 30 June 2023 |
| Interviews | 3,4 or 5 July 2023 |
| Appointment of chosen company | 6 July 2023 |
| Initial project start up meeting – agreement of timings going forward | w/c 10 July 2023 |

The above programme is indicative of NAM’s timescales..

The forward programme will be developed in discussion with the appointed company.

**7.7 Enquiries**

Any enquiries arising must be submitted in writing via email to:

Dawn Watkins, Assistant Director (Enterprise), National Army Museum

Email: dwatkins@nam.ac.uk

Enquiries should be submitted by 1700hrs on 23 June 2023, these will be collated, and responses shared will all companies who have submitted and enquiry or expressed an interest in this project w/c 26 June 2023.

**Appendix A: Form of Tender**

Tender for: National Army Museum Trading Limited Souvenir Guide Design and Print Services

To: The Council and Chair of the National Army Museum Trading Limited

Sirs,

I/We the undersigned, having examined the enclosed tender documents and Appendices, do hereby offer to execute and complete in accordance with the said documents the works described therein:

For the sum as listed in the attached document:

Tenderer Reference:

I/We hereby affirm our agreement to enter into a contract with the Council of the National Army Museum for the due performance of the Works in the form described by the above said documents.

I/We have completed the Certificate of Bona-Fide Tender included in this document.

I/We understand that the Trustees are not bound to accept the lowest or any tender which may be received nor or responsible for any cost incurred in the preparation of any tender.

I/We declare that this offer is to remain open for acceptance for a period of 60 days from the date fixed for the receipt of tenders.

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In the capacity of

Duly authorised to sign the tender on behalf of:

Date:

**APPENDIX B: CERTIFICATE OF BONA-FIDE TENDER**

Tender for: National Army Museum Trading Limited Souvenir Guide Design and Print Services

I/We certify that this is a bona-fide tender and that I/we have not fixed or adjusted the amount thereof by or under in accordance with any agreement or arrangement with any other person.

I/We also certify that I/We have not done and I/We undertake that I/we will not do at any time any of the following acts:

1. Communicate to a person other than the person calling for these tenders the amount or approximate amount of the proposed tender except where the disclosure, in confidence, of such amount(s) was necessary to obtain insurance premium quotations required for the preparation of the tender.
2. Enter into any agreement or arrangement with any other person that he shall refrain from tendering or as to the amount of any tender to be submitted;
3. Offer or pay or give or agree to pay or give any sum of money or valuable consideration directly or indirectly to any person for doing or having done or causing or have caused to be done in relation to any other tender or proposed tender for the said work any act or thing of the sort described above.

In this certificate the word “person” includes any person and any body, association, corporate or un-incorporated; and “any agreement” includes such transaction, formal or informal, and whether legally binding or not.

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In the capacity of

Duly authorised to sign the tender on behalf of:

Date:

**APPENDIX C: SUPPLIER STATEMENT**

We certify that the information supplied is accurate to the best of our knowledge and that we accept the conditions and undertakings requested in the assessment. We understand that false information could result in our exclusion from the Tender process or the Approved Suppliers List at any time, even after initial inclusion. We also understand that it is a criminal offence to give or offer any gift or consideration whatsoever as an inducement or reward to any servant of a public body and that any such action will empower such body to cancel any contract currently in force and will result in exclusion from the Tender and / or the Approved Suppliers List.

Signed by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name: (in BLOCK LETTERS) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

for and on behalf of: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

This form should be signed by a Director, Partner or other authorised signatory of the organization and returned as part of the Tender Response

**Appendix D – Price breakdown**

|  |  |  |
| --- | --- | --- |
| Design and Edit | Total Fee | Breakdown of Costs (where applicable) |
| Design Services Print |  |  |
| Design Services - Digital |  |  |
| Copy Edit Services |  |  |
| Provision of Proof Documents |  |  |
| Provision of Mock Up |  |  |

|  |  |  |
| --- | --- | --- |
| Print | Total Fee | Breakdown of Costs (where applicable) |
| Provision of ISBN |  |  |
| Digital Asset Provision |  |  |
| Print and Package 5,000 copies |  |  |
| Print and Package 10,000 copies |  |  |
| Print and Package 15,000 copies |  |  |

|  |  |  |
| --- | --- | --- |
| Delivery | QTY Delivered | Total Cost |
| Initial Delivery Fee |  |  |
| Call off deliveries |  |  |

|  |  |  |
| --- | --- | --- |
| Reprint | Total Fee | Breakdown of Costs (where applicable) |
| Print and Package 5,000 copies |  |  |
| Print and Package 10,000 copies |  |  |
| Print and Package 15,000 copies |  |  |

|  |  |  |
| --- | --- | --- |
| Reprint Deliveries | QTY Delivered | Total Cost |
| Initial Delivery Fee |  |  |
| Call off deliveries |  |  |