

Imperial War Museums tender overview

Marketing Design and Creative Services Framework | Lots 1 to 3 | IWM/2627/Mkt3507 | 7 September 2026

AT A GLANCE

Buyer and opportunity	Imperial War Museums (IWM). Seven-lot marketing design and creative services framework; this overview covers Lots 1, 2 and 3.
Award and call-offs	Competitive flexible procedure: pass the PSQ before tender evaluation. ITT specifies the top six qualifying providers per lot. Tasks awarded directly or by mini-competition; no guaranteed work.
Term	7 November 2026 to 6 November 2029, with one optional additional year, as set out in the ITT. Confirm the different Lot 2 dates in the notice with IWM.
Evaluation	Technical 70%, cost 20%, social value 10%. Each lot evaluated independently; bidders may apply for any combination.
Published value	Whole framework estimated at £816,664 excluding VAT (£980,000 including VAT) over four years, shared across the framework. Individual lot estimates below.
Submission deadline	30 September 2026 at 12:00 midday, through Delta eSourcing. All PSQ, tender and supporting files must be uploaded and submitted before the cut-off.

SCOPE AND DELIVERY

- Support IWM's refreshed visual identity, tone of voice and sonic identity across its five branches. The first two years are key to new campaigns and marketing materials; all work must apply the new brand guidelines consistently.
- Coverage includes IWM London, IWM North, IWM Duxford, Churchill War Rooms and HMS Belfast. IWM owns created assets and intellectual property in perpetuity, with a supplier portfolio licence; the contract assigns rights on payment of outstanding fees.

LOTS 1 TO 3

Lot and estimated value	Required services and outputs
1 Advertising and Brand Campaign Ideation and Design £433,333 ex VAT £520,000 inc VAT	End-to-end brand, destination and exhibition campaigns: concepts, straplines, design, artwork and final outputs. Produce proposed creative routes using in-house or external specialists; source models, sets and props and manage shoots within budget. Supply open, editable layered artwork with linked images and fonts. Campaigns must adapt across print, digital, animation and seasonal messages.
2 Print Design and Art Working £66,666 ex VAT £80,000 inc VAT	Design and adapt IWM artwork into posters, out-of-home advertising, leaflets and press ads. The lot also includes occasional sub-brand identities and lead images for smaller programmes and events.
3 Digital Design and Art Working £83,333 ex VAT £100,000 inc VAT	Static and animated digital assets: HTML5 banners; email templates for Microsoft Customer Insights Journeys; paid and organic social content; Google Pmax, Demand Gen and YouTube assets; editable PSD templates for IWM variations; animated digital out-of-home billboards. UX and digital-design experience required.

Accessibility: Lot 3 requires all deliverables to meet WCAG 2.2 AA. Lot 1 requires high accessibility and readability, with WCAG 2.2 AA where applicable; Lot 2 requires high accessibility and readability. Lots 2 and 3 may also adapt illustrations produced under Lot 5.

KEY DATES

Milestone	Published timing
Questions and requests for further information	18 September 2026, 12:00 midday, via Delta only
Tender return	30 September 2026, 12:00 midday
Evaluation clarifications	30 September to 21 October 2026; normally respond within three working days
Preferred providers and standstill	28 October 2026; standstill ends 6 November at midnight
Contract commencement	7 November 2026

PRICING BASIS

- Quote an eight-hour daily rate including VAT, overheads and profit. Rates stay fixed for the framework term and are maximum call-off rates; lower rates may be offered. Omitted costs remain the supplier's responsibility. Add personnel rows as required.

WHAT RESOURCE NEEDS TO SUBMIT

- **Three separate lot submissions:** Each needs a signed, unaltered Appendix A Form of Tender, a separate completed and signed Appendix E PSQ, ITT answers and a lot-specific Appendix D pricing workbook. Name files/folders with the lot number and title.
- **PSQ requirements:** CDP registration and current core supplier information shared by code or PDF; exclusion/debarment and associated-person/subcontractor information; two years' audited accounts or permitted alternatives; guarantor details where relevant; insurance, GDPR measures and applicable modern-slavery compliance.
- **Insurance by award:** Employers' liability £10m and professional indemnity £5m for all three lots. Public liability: £10m for Lot 1; £5m for Lots 2 and 3. Confirm existing cover or arrangements to obtain it.
- **Lot 1 policy returns:** PSQ Q18(a): Diversity and Inclusion Policy; Q18(b): Sustainability Policy Statement; Q18(c): current Health and Safety Policy confirmation; Q18(d): SME status. Lots 2 and 3 answer Q18(d) only. SME status is information-only; other applicable gateways are pass/fail.
- **Security and employment requirements:** Recognised cybersecurity compliance must be in place at submission, such as Cyber Essentials, Cyber Essentials Plus or ISO/IEC 27001. Engage with Risk Ledger if requested. Pay contractor staff at least the Real Living Wage and adhere to IWM's specified policies.

SCORED SUBMISSION WORKLOAD FOR EACH OF LOTS 1 2 AND 3

Response and reference	What must be covered	Max response	Weight
ITT \$5 Relevance and Quality of Previous Work	Up to three lot-specific comparable projects; prioritise visitor attractions, museums, galleries or arts examples where available. Cover brief, objectives, audiences, budget, timeline/phases, milestones, challenges, deliverables and evidenced KPI results.	3,000 words total across the examples, per lot	65% of technical; 45.5% overall
ITT \$5 Experience and Evidence of Ability to Deliver the Project Outcomes	Company skills and suitability; full team, responsibilities, experience and qualifications; identify team links to case studies. Name proposed subcontractors and explain scope/management. Explain collaboration, account and project management, and on-time delivery.	2,000 words per lot	35% of technical; 24.5% overall
ITT \$5 Social Value	Specific, measurable, time-bound commitments on sustainable procurement: carbon reduction, waste, clean energy and green technology, including additional environmental benefits through the supply chain and contract delivery.	1,000 words per lot	10% overall
Appendix D Cost and Pricing Commentary	Named personnel/job titles and daily rates matching the proposed team, plus assumptions/caveats and an explanation of value for money in the Pricing Commentary sheet.	750 words commentary per lot; rate table: No limit stated	20% overall for cost

Workload and format: Bidding for all three lots requires 12 written responses, including pricing commentaries, with a combined maximum of 20,250 words, plus three rate tables and compliance returns. Use your own format for the ITT answers and follow the question order. Tables, diagrams and images are excluded from the ITT word counts, but should not contain excessive wording. Keep each pricing commentary within 750 words.

CONTRACT TERMS

- Submission accepts the draft contract without amendment; tender terms/prices remain open for 120 days. Tasks require IWM approval and a purchase order; invoice in arrears on task completion unless otherwise agreed. IWM may terminate on 12 weeks' notice. Basic DBS requirements apply to on-site work exceeding four weeks cumulatively.

QUESTIONS TO CLARIFY WITH IWM

- Appointments and dates: confirm six providers per lot and the November contract end dates. The notice instead says unlimited suppliers and gives September end dates for Lot 2.
- Price scoring: ask how IWM will compare daily rates and value-for-money commentary within the 20% cost score. The pack gives a general 0–4 scale but no price-comparison formula.
- Liability: confirm how clause 13 applies to each lot. It sets a £10m limit per claim with different £5m exceptions for insured claims under Lot 1 and Lots 2/3.
- Lot 3 accessibility: agree the testing and evidence IWM expects to demonstrate WCAG 2.2 AA compliance across the required platforms.

Evidence to gather: Lot-specific case studies and results; named team profiles and subcontractor details; CDP information and financial evidence; insurance certificates or quotations; Lot 1 policy copies; cybersecurity evidence; measurable environmental commitments; compliant digital examples and accessible editable outputs.