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Tender

## **Appointment for Media Buying Agency (2024)**

NMRN Operations

F02: Contract notice

Notice identifier: 2025/S 000-000935

Procurement identifier (OCID): ocds-h6vhtk-04cf4b

Published 10 January 2025, 5:02pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

NMRN Operations

HM Naval Base (PP66)

Portsmouth

PO1 3NH

#### **Email**

[tenders@nmrn.org.uk](mailto:tenders@nmrn.org.uk)

#### **Telephone**

+44 2392891370

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.nmrn.org.uk](http://www.nmrn.org.uk)

Buyer's address

[https://www.mytenders.co.uk/search/Search\\_AuthProfile.aspx?ID=AA32850](https://www.mytenders.co.uk/search/Search_AuthProfile.aspx?ID=AA32850)

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.contractsfinder.service.gov.uk/Notice/c56c2155-4b46-4e8b-9cb7-246e28e3e45c>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.nmrn.org.uk](http://www.nmrn.org.uk)

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Recreation, culture and religion

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Appointment for Media Buying Agency (2024)

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

### **II.1.3) Type of contract**

Services

### **II.1.4) Short description**

This tender has been prepared and is issued by the National Museum of the Royal Navy (NMRN Operations) in partnership with Mary Rose Trust (MRT) as joint operators of Portsmouth Historic Dockyard (PHD Operations) for services required for PHD. Services are also required for NMRN across all entities including Fleet Air Arm Museum (FAAM), National Museum of the Royal Navy Hartlepool (NMRNH) and HMS Caroline (HMSC).

These are split into three distinct lots which are;

Lot 1. Media Buying and Planning (All Sites)

Lot 2. Affiliate Marketing (All Sites)

Lot 3: Brand Partnership Services (PHD and FAAM Only)

All documents are held on Contracts Finder Gov.UK which can be accessed in Section 1.3.

Clarifications are to be sent to [tenders@nmrn.org.uk](mailto:tenders@nmrn.org.uk)

There is a Market Engagement Day which will be hosted online on Monday 27th January 2025 (1000-1200)

### **II.1.5) Estimated total value**

Value excluding VAT: £2,900,000

### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

## **II.2) Description**

### **II.2.1) Title**

## Media Buying and Planning (All Sites)

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79300000 - Market and economic research; polling and statistics

### **II.2.3) Place of performance**

NUTS codes

- UKC11 - Hartlepool and Stockton-on-Tees
- UKJ31 - Portsmouth
- UKJ3 - Hampshire and Isle of Wight
- UKK23 - Somerset
- UKN06 - Belfast

### **II.2.4) Description of the procurement**

Open Procedure

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

60

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Affiliate Marketing (All Sites)

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79300000 - Market and economic research; polling and statistics

### **II.2.3) Place of performance**

NUTS codes

- UKC11 - Hartlepool and Stockton-on-Tees
- UKJ31 - Portsmouth
- UKJ3 - Hampshire and Isle of Wight
- UKK23 - Somerset
- UKN06 - Belfast

Main site or place of performance

Portsmouth

### **II.2.4) Description of the procurement**

Open Procedure

### **II.2.5) Award criteria**

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### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

60

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Brand Partnership Services (PHD and FAAM Only)

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 79300000 - Market and economic research; polling and statistics

### **II.2.3) Place of performance**

NUTS codes

- UKC11 - Hartlepool and Stockton-on-Tees

- UKJ31 - Portsmouth
- UKJ3 - Hampshire and Isle of Wight
- UKK23 - Somerset
- UKN06 - Belfast

Main site or place of performance

Portsmouth

#### **II.2.4) Description of the procurement**

Open Procedure

#### **II.2.5) Award criteria**

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#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

60

This contract is subject to renewal

No

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Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

10 February 2025

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

10 February 2025

Local time

1:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

## **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

## **VI.3) Additional information**

NOTE: To register your interest in this notice and obtain any additional information please visit the myTenders Web Site at

[https://www.mytenders.co.uk/Search/Search\\_Switch.aspx?ID=233547](https://www.mytenders.co.uk/Search/Search_Switch.aspx?ID=233547).

(MT Ref:233547)

## **VI.4) Procedures for review**

### **VI.4.1) Review body**

Public Procurement Review Service

Cabinet Office

London

Email

[publicprocurementreview@cabinetoffice.gov.uk](mailto:publicprocurementreview@cabinetoffice.gov.uk)

Telephone

+44 3450103503

Country

United Kingdom

Internet address

<https://www.gov.uk/government/publications/public-procurement-review-service-scope-and-remit>