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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

Telephone

+44 2392891370

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

www.nmrn.org.uk

Buyer's address

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

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Recreation, culture and religion

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

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

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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

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

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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

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

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

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.

(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

Telephone

+44 3450103503

Country

United Kingdom

Internet address

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