

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/007940-2023>

Tender

## **Appointment(s) of PR and Communications Agency**

NMRN Operations

F02: Contract notice

Notice identifier: 2023/S 000-007940

Procurement identifier (OCID): ocds-h6vhtk-03b424

Published 20 March 2023, 8:51 am

### **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**

Access to the procurement documents is restricted. Further information can be obtained at

<https://www.contractsfinder.service.gov.uk/Notice/072ebc3d-08c6-4561-9516-5f3015c06dcd>

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

---

## **Section II: Object**

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

#### **II.1.1) Title**

Appointment(s) of PR and Communications Agency

Reference number

PRCA\_2023\_01

#### **II.1.2) Main CPV code**

- 79416000 - Public relations services

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

Services

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

MRN Operations is looking to procure a series of media relations services that enables it to manage its strategic communication and media relations activity with ease and efficiency. These services

span across various geographical sites and brands and touch on both consumer and corporate communications.

One element of this support is jointly procured with the MRT as PHD Operations in support of PHD.

Our core goal in issuing this brief is obtain support that reaches above and beyond the capacity of our existing internal teams, engaging with media we may struggle to reach, or developing PR and media activities that stretch and inspire.

Due to the complexity of the requirements, we have decided to develop a supplier framework of call-off contracts for a three-year period of service, with agencies bidding for 'Lots' of the work as detailed in the brief.

Vendors may bid to support different 'Lots' of activity across the offer in line with their own skills and specialisms and where they believe they are most able to add value.

Each service will have indicative budgets (as reflected in the advertised price) set against it which will be reviewed over the course of the contract in line with strategic

developments and areas of focus across the business. Full details of the Lots are listed in the documentation in this advert.

Clarifications Deadline is Midday (1200) Friday 14th April 2023

All submissions must be emailed to [tenders@nmrn.org.uk](mailto:tenders@nmrn.org.uk) by Midday (1200) Friday 21st April 2023.

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

Value excluding VAT: £200,000

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

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

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

Main site or place of performance

The Marketing Team for NMRN Operations & MRT (for PHD Operations) are mainly based in Portsmouth, UK.

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

It is a Framework Agreement with Call-Off Contracts.

All information regarding this contract is located on Contracts Finder Gov.UK website where the documentation is located.

### **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

36

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

## **Section IV. Procedure**

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

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

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

#### **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

21 April 2023

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

24 April 2023

Local time

9:00am

---

## **Section VI. Complementary information**

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

This is a recurrent procurement: No

### **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=228978](https://www.mytenders.co.uk/Search/Search_Switch.aspx?ID=228978).

(MT Ref:228978)

### **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>