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Opportunity

NMRN Brand Development Programme

NMRN Operations

F02: Contract notice

Notice reference: 2024/S 000-008686

Published: 18 March 2024, 3:19pm

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

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

<https://www.contractsfinder.service.gov.uk/Notice/c0403be4-2825-466a-8e6d-b24b999b384e>

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

NMRN Brand Development Programme

II.1.2) Main CPV code

- 79300000 - Market and economic research; polling and statistics

II.1.3) Type of contract

Services

II.1.4) Short description

This brief is issued by the National Museum of the Royal Navy Operations (NMRN Operations) for brand development support services to provide a bold “once in a generation” brand development programme that amplifies our vision to be the world’s most inspiring Naval Museum, Linking Navy to Nation.

We require a brand strategy that enables NMRN to deliver its strategic aspirations of increasing engagement and participation through growth and diversification of audiences; by optimising its world-class ships and collections; and by developing sustainable, commercial and influential operational models.

The strategy will be built on a foundation of market intelligence and insights which will guide us to create a brand portfolio based on a set of brand propositions, and audience prioritisation principles. It will provide clarity on brand position and inform the direction and application for the creative manifestation of the brand across internal and external channels.

The tender is split into two lots, please see the ITT for information on this.

Please find the tender documentation on Contracts Finder Gov.UK website here;

<https://www.contractsfinder.service.gov.uk/Notice/c0403be4-2825-466a-8e6d-b24b999b384e>

II.1.5) Estimated total value

Value excluding VAT: £100,000

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

NMRN Branding Services

Lot No

1

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKJ31 - Portsmouth
- UKC11 - Hartlepool and Stockton-on-Tees
- UKK23 - Somerset
- UKN06 - Belfast
- UKJ35 - South Hampshire

Main site or place of performance

The main site where the NMRN is based is in Portsmouth. Please see Annex A for remote sites.

II.2.4) Description of the procurement

Open ITT

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

3

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

NMRN Branding Services

Lot No

2

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKC11 - Hartlepool and Stockton-on-Tees
- UKJ31 - Portsmouth
- UKJ35 - South Hampshire
- UKK23 - Somerset
- UKN06 - Belfast

Main site or place of performance

The NMRN is mainly based in Portsmouth, there are remote sites across the UK

II.2.4) Description of the procurement

Open ITT

II.2.5) Award criteria

Price

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

Duration in months

3

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.1.8) 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

26 April 2024

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

29 April 2024

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

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=231595.

(MT Ref:231595)

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>

