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Tender

## **Traditional and digital media**

National Maritime Museum

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-012906

Procurement identifier (OCID): ocds-h6vhtk-04fcf0

Published 3 April 2025, 4:05pm

## **Scope**

### **Description**

Traditional media lot 1 and digital media lot 2

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Marketing-services./AYTFVG6QK8>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/AYTFVG6QK8>

### **Total value (estimated)**

- £1,530,000 excluding VAT
- £1,836,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 9 June 2025 to 11 June 2028
- Possible extension to 12 June 2029
- 4 years, 4 days

Description of possible extension:

12 month

### **Main procurement category**

Services

### **CPV classifications**

- 79342000 - Marketing services

### **Not the same for all lots**

Contract locations are shown in Lot sections, because they are not the same for all lots.

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## **Lot 1. Traditional Media marketing**

## **Description**

Traditional Media incl. out of home, broadcast, print, radio, partnerships and experiential

## **Lot value (estimated)**

- £660,000 excluding VAT
- £792,000 including VAT

## **Contract locations**

- UKI51 - Bexley and Greenwich

## **Same for all lots**

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

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## **Lot 2. Digital Marketing**

### **Description**

Digital Marketing excl. agency fees

### **Lot value (estimated)**

- £870,000 excluding VAT
- £1,044,000 including VAT

## **Same for all lots**

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

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## **Participation**

### **Particular suitability**

#### **Lot 1. Traditional Media marketing**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Enquiry deadline**

11 April 2025, 6:00pm

### **Tender submission deadline**

28 April 2025, 6:00pm

### **Submission address and any special instructions**

<https://www.delta-esourcing.com/>

## Tenders may be submitted electronically

Yes

## Languages that may be used for submission

English

## Award decision date (estimated)

7 June 2025

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## Award criteria

### Lot 1. Traditional Media marketing

Name	Description	Type	Weighting
method and approach	Long criteria description	Quality	35%
Price	Long criteria description	Price	35%
Pitch - Presentation	Long criteria description	Quality	20%
Suitability and project experience	Long criteria description	Quality	10%

### Lot 2. Digital Marketing

Name	Description	Type	Weighting
Cost	Long criteria description	Price	35%
method and approach	Long criteria description	Quality	35%
Presentation	Long criteria description	Quality	20%
Suitability and project experience	Long criteria description	Quality	10%

## **Other information**

### **Applicable trade agreements**

- Government Procurement Agreement (GPA)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Open procedure

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## **Contracting authority**

### **National Maritime Museum**

- Public Procurement Organisation Number: PYXN-5596-QWGD

Park Row

London

SE10 9NF

United Kingdom

Telephone: 0208 3126780

Email: [spotts@rmg.co.uk](mailto:spotts@rmg.co.uk)

Region: UKI51 - Bexley and Greenwich

Organisation type: Public authority - sub-central government