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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.

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.

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.

Participation

Particular suitability

Lot 1. Traditional Media marketing

Small and medium-sized enterprises (SME)

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

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

Procedure

Procedure type

Open procedure

Contracting authority

National Maritime Museum

- Public Procurement Organisation Number: PYXN-5596-QWGD

Park Row

London

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United Kingdom

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Email: spotts@rmg.co.uk

Region: UKI51 - Bexley and Greenwich

Organisation type: Public authority - sub-central government