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Tender

## **Appointment of Digital Marketing Agency**

NMRN Operations

F02: Contract notice

Notice identifier: 2023/S 000-015187

Procurement identifier (OCID): ocds-h6vhtk-03d00e

Published 29 May 2023, 8:53am

### **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/269e7b83-a338-416f-8449-cba5618aa03a>

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

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**Section II: Object**

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

**II.1.1) Title**

Appointment of Digital Marketing Agency

**II.1.2) Main CPV code**

- 79413000 - Marketing management consultancy services

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

Services

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

NMRN Operations and Mary Rose Trust are seeking a digital marketing agency to deliver NMRN, PHD and MRT digital marketing strategies and digital improvement, supporting the in-house digital team, campaign managers and wider Marketing Department.

NMRN Operations are seeking the successful agency to support NMRN's Strategic Aim 1: to grow and diversify our audiences and by creating innovative and inspirational experiences, services and products; and Strategic Aim 3 by growing our income and financial resilience to secure long-term sustainability. These represent core business critical functions.

Mary Rose Trust are seeking a digital marketing agency to support their established digital brand and tone of voice, helping to deliver digital advertising campaigns and SEO advice, in order to achieve financial targets, charitable goals and brand awareness.

Collectively, both NMRN and MRT, are seeking a digital agency that can propel PHD Operations' consumer marketing via our digital channels, achieving revenue targets and improving brand awareness on a national level.

Full details for the Scope of Requirement for this tender can be found on Contracts Finder Gov.UK advert or email [tenders@nmrn.org.uk](mailto:tenders@nmrn.org.uk)

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

Value excluding VAT: £45,000

### **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

- UK - United Kingdom

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

Open ITT 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

12

This contract is subject to renewal

Yes

Description of renewals

The contract will be for 12-month period which would be renewable annually for a maximum period of up to five years.

#### **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

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## **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

4 July 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

5 July 2023

Local time

12:00pm

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## **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=229501](https://www.mytenders.co.uk/Search/Search_Switch.aspx?ID=229501).

(MT Ref:229501)

### **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>