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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

Telephone

+44 2392891370

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<http://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/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

<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 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

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

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

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.

(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

Telephone

+44 3450103503

Country

United Kingdom

Internet address

<https://www.gov.uk/government/publications/public-procurement-review-service-scope-and-remit>