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Tender

Tourism Campaign - Digital Marketing

North York Moors National Park Authority

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

Notice identifier: 2025/S 000-021704

Procurement identifier (OCID): ocds-h6vhtk-051456

Published 15 May 2025, 12:38pm

Scope

Reference

TOURISMDIGITAL

Description

Tender to find an agency to undertake about Digital Marketing tactics for a Tourism Campaign running through to May 2026.

Should have experience in Meta and Google Display as minimum and offer live reporting.

Total value (estimated)

- £45,000 excluding VAT
- £54,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 1 August 2025 to 31 May 2026
- 10 months

Main procurement category

Services

CPV classifications

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

Contract locations

- UK - United Kingdom

Participation**Conditions of participation**

Must display previous example of work.

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

30 May 2025, 1:00pm

Tender submission deadline

2 June 2025, 12:00pm

Submission address and any special instructions

<https://MyTenders.co.uk/>.

Tenders may be submitted electronically

Yes

Award criteria

Name	Type
Approach	Quality
Cost	Price

Weighting description

See brief for full details.

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=600388

Main brief

https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=600391

NYMNP brand guidelines

https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=600392

Campaign brand playbook

Contracting authority

North York Moors National Park Authority

- Public Procurement Organisation Number: PGXC-2897-MQXX

The Old Vicarage

Helmsley

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United Kingdom

Contact name: Tom Outing

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Website: <https://www.northyorkmoors.org.uk>

Region: UKE22 - North Yorkshire CC

Organisation type: Public authority - sub-central government