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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

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## **Participation**

### **Conditions of participation**

Must display previous example of work.

## **Particular suitability**

Small and medium-sized enterprises (SME)

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## **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

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## Award criteria

Name	Type
Approach	Quality
Cost	Price

## Weighting description

See brief for full details.

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## Procedure

### Procedure type

Below threshold - open competition

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## Documents

### Associated tender documents

[https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder\\_FileDownload.aspx?id=600388](https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=600388)

Main brief

<https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilderFileDownload.aspx?id=600391>

NYMNP brand guidelines

<https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilderFileDownload.aspx?id=600392>

Campaign brand playbook

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## **Contracting authority**

### **North York Moors National Park Authority**

- Public Procurement Organisation Number: PGXC-2897-MQXX

The Old Vicarage

Helmsley

YO62 5BP

United Kingdom

Contact name: Tom Outing

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Email: [t.outing@northyorkmoors.org.uk](mailto:t.outing@northyorkmoors.org.uk)

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

Region: UKE22 - North Yorkshire CC

Organisation type: Public authority - sub-central government