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Tender

## **Tourism Campaign - Out of Home OOH Advertising**

North York Moors National Park Authority

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

Notice identifier: 2025/S 000-021826

Procurement identifier (OCID): ocds-h6vhtk-0514b1

Published 15 May 2025, 3:04pm

### **Scope**

### **Reference**

TOURISMOOH

### **Description**

Tender to find an agency to undertake OOH Advertising 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)**

- £30,000 excluding VAT
- £36,000 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://www.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=600402](https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=600402)

Full brief

[https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder\\_FileDownload.aspx?id=600403](https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=600403)

NYMNP brand guidelines

[https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder\\_FileDownload.aspx?id=600404](https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=600404)

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