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Tender

Purchase of Email Sending Platform

NMRN Operations

F02: Contract notice

Notice identifier: 2023/S 000-033469

Procurement identifier (OCID): ocds-h6vhtk-0417cf

Published 13 November 2023, 2:17pm

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

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/Search>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

Purchase of Email Sending Platform

II.1.2) Main CPV code

- 72200000 - Software programming and consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

This tender opportunity is issued jointly by the National Museum of the Royal Navy (NMRN Operations) and the Mary Rose Trust (MRT) as joint operators of Portsmouth Historic Dockyard (PHD Operations) for the provision of a social media listening platform for the National Museum of the Royal Navy (all sites), The Mary Rose Museum and Portsmouth Historic Dockyard.

NMRN requires the use of a single email sending platform. The primary functions of this platform will be to:

- Maintain a structured on-going customer journey communications from prospective visitors, donors, members and newsletter sign ups.
- Deliver dynamic newsletters, solus and promotional emails, with the aim of increasing footfall, ticket sales, revenue and secondary spend (e.g., retail).
- Maintain customer relationships as an easy way for visitors to contact NMRN who may have queries or positive/negative feedback.
- Manage ad-hoc, monthly, annual, trigger-based email communications based on data provided through our CRM (Customer Relationship Management) integration with Dynamics 365.
- Be able to implement different branding, dependant on the attraction/museum we are informing visitors about.

There is also the need for continuous development, keeping in line with new emerging

trends and technologies, the way we promote our attractions means we may add new communication methods in future.

Full details and scope of requirements can be found on Contracts Finder Gov.UK website here;

<https://www.contractsfinder.service.gov.uk/Notice/495cd7de-3592-4b00-bf9f-c1492accaf3d>

II.1.5) Estimated total value

Value excluding VAT: £24,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 48000000 - Software package and information systems
- 48100000 - Industry specific software package

II.2.3) Place of performance

NUTS codes

- UKJ31 - Portsmouth

Main site or place of performance

Portsmouth Historic Dockyard.

II.2.4) Description of the procurement

Open 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

36

This contract is subject to renewal

No

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

18 December 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

19 December 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=230725.](https://www.mytenders.co.uk/Search/Search_Switch.aspx?ID=230725)

(MT Ref:230725)

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>