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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](mailto:tenders@nmrn.org.uk)

#### **Telephone**

+44 2392891370

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.nmrn.org.uk](http://www.nmrn.org.uk)

Buyer's address

[https://www.mytenders.co.uk/search/Search\\_AuthProfile.aspx?ID=AA32850](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](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

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## **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

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## **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

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## **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](mailto: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>