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Award

## Destination Nuclear

Ministry of Defence

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-040811

Procurement identifier (OCID): ocds-h6vhtk-0560f2 ([view related notices](#))

Published 17 July 2025, 10:52am

## Scope

## Description

Destination Nuclear brings together government organisations across nuclear and civil sectors, suppliers and educational institutions to attract new, and retain existing talent across the entire nuclear, to help fill critical skills gaps. The campaign aims to create awareness of careers in the nuclear sector, attract people from other sectors to a career in nuclear, drive individuals to consider employment in the nuclear sector and ultimately increase the number of quality applications to roles in the sector.

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## Contract 1. Destination Nuclear

## Supplier

- MHP Group, trading under Next 15 Group

### **Contract value**

- £2,472,500 excluding VAT
- £2,967,000 including VAT

Above the relevant threshold

### **Earliest date the contract will be signed**

31 July 2025

### **Contract dates (estimated)**

- 1 August 2025 to 31 March 2026
- 8 months

### **Main procurement category**

Services

### **CPV classifications**

- 79341400 - Advertising campaign services

### **Contract locations**

- UK - United Kingdom

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## Participation

### Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

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## Other information

### Conflicts assessment prepared/revised

Yes

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## Procedure

### Procedure type

Direct award

### Direct award justification

Additional or repeat goods, services or works - extension or partial replacement

The Supplier already provides this service on an expired contract. This is an interim contracting arrangement to allow the Destination Nuclear campaign to continue, whilst a longer term competitive tender can be run.

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## Supplier

### **MHP Group, trading under Next 15 Group**

- Public Procurement Organisation Number: PMWD-2327-YTVN

4th Floor, 60 Great Portland Street

London

W1W 7RT

United Kingdom

Email: [hello@mhpgroup.com](mailto:hello@mhpgroup.com)

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Destination Nuclear

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## Contracting authority

### **Ministry of Defence**

- Public Procurement Organisation Number: PHVX-4316-ZVGZ

Abbey Wood

Bristol

BS34 8JH

United Kingdom

Email: [DNE-SupplyChain@mod.gov.uk](mailto:DNE-SupplyChain@mod.gov.uk)

Website: <https://www.gov.uk/government/organisations/ministry-of-defence>

Region: UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

Organisation type: Public authority - central government