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Tender

Appointment of Creative/Advertising Agency for Creative Campaign for Portsmouth Historic Dockyard (2025 Issue)

National Museum of the Royal Navy

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

Notice identifier: 2025/S 000-074699

Procurement identifier (OCID): ocds-h6vhtk-05d6a6

Published 18 November 2025, 11:31am

Changes to notice

This notice has been edited. The [previous version](#) is still available.

Clarification Issue 1

Scope

Reference

NMRNO.2025.014

Description

The Appointment of Creative/Advertising Agency for Creative Campaign for Portsmouth Historic Dockyard tender issued by the National Museum of the Royal Navy Operations (NMRN Operations) and Mary Rose Trust is for the provision of Creative/Marketing Agency services. This appointment is for an initial 12-month creative campaign for Portsmouth Historic Dockyard- with an option retained to extend for a further 12 months.

The NMRN and Mary Rose Trust (as joint operators of Portsmouth Historic Dockyard as PHD Operations) will host an Online Market Engagement Session to discuss the tender.

This is due to take place on Friday 7th November 2025, to ensure you book onto this Online Market Engagement Session and to ensure you receive an MS Teams Invite, please express an interest in this tender opportunity by emailing; tenders@nmrn.org.uk

Clarifications should be issued to the NMRN Tenders Inbox- tenders@nmrn.org.uk

Total value (estimated)

- £60,000 excluding VAT
- £72,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 5 January 2026 to 4 January 2027
- Possible extension to 4 January 2028
- 2 years

Description of possible extension:

See ITT document.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

Participation

This procurement is reserved for

UK suppliers

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

14 November 2025, 12:00pm

Tender submission deadline

24 November 2025, 12:00pm

Submission address and any special instructions

All submissions are to be sent to tenders@nmrn.org.uk only, there is no other portal for this.

For more information about the NMRN please see www.nmrn.org.uk

Tenders may be submitted electronically

Yes

Award criteria

The award of this tender will be done by a Point Per Quality Score Assessment, which is

detailed in the ITT.

With the award being on a combined quality and price assessment.

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

[NMRN ITT- PHD Creative Campaign \(2025\).docx](#)

Invitation to Tender Document, Annex D-H including response forms for quality and price must be completed.

[Appendix 1- Creative Agency Scope.pdf](#)

The main Scope of Requirement for this tender.

[Appendix 2- PHD 2020 Guidelines.pdf](#)

Included, with majority of information in Appendix 1, for reference.

Clarifications and Responses- Issue 1.pdf

Issue 1 of clarification responses.

Contracting authority

National Museum of the Royal Navy

- Public Procurement Organisation Number: PZYJ-5834-NBRM

Main Road (PP66), HM Naval Base Portsmouth

Portsmouth

PO1 3NH

United Kingdom

Contact name: Dave Hartley

Email: procurement@nmrn.org.uk

Region: UKJ31 - Portsmouth

Organisation type: Public authority - central government