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Termination

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

National Museum of the Royal Navy

UK12: Procurement termination notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-082269

Procurement identifier (OCID): ocds-h6vhtk-05d6a6 ([view related notices](#))

Published 12 December 2025, 8:37am

Unawarded contract

This contract will not be signed.

Date of decision not to sign contract

5 December 2025

Reason for not signing contract

National Museum of the Royal Navy (NMRN) has decided to withdraw the tender for the Appointment of Creative/Advertising Agency for Creative Campaign for Portsmouth Historic Dockyard (2025 Issue).

The decision was reached following the evaluation of the fourteen bids received, as none achieved the minimum quality threshold of 60% set out in Section 5.2.2 of the Invitation to Tender (ITT): Tenderers who score below 60% of the total available weighted quality score of the initial scoring for this opportunity will not be shortlisted to be selected for this tender or post-submission interviews.

It should also be noted that the NMRN applied the 60% threshold to Criteria 1-4, as Criteria 5 was reserved for those

shortlisted for post-submission interviews to complete the full evaluation. Therefore, the decision was based on criteria available at the time of the evaluation.

the initial evaluation.

Contracting authority

National Museum of the Royal Navy

- Public Procurement Organisation Number: PZYJ-5834-NBRM

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Organisation type: Public authority - central government