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Tender

## **Digital Advertising for Commercial**

English Heritage

F02: Contract notice

Notice identifier: 2024/S 000-001121

Procurement identifier (OCID): ocids-h6vhtk-042cc3

Published 12 January 2024, 2:50pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

English Heritage

The Engine House, Firefly Avenue,

Swindon

SN2 2EH

#### **Email**

[procurement2@english-heritage.org.uk](mailto:procurement2@english-heritage.org.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKK - South West (England)

#### **Internet address(es)**

Main address

<https://in-tendhost.co.uk/english-heritage>

### **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/english-heritage>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

### **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**

Digital Advertising for Commercial

Reference number

P/REF EH 00002015

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

This will include management of digital advertising services for venue hire, holiday cottages, online shopping and licensing.

#### **II.1.5) Estimated total value**

Value excluding VAT: £481,250

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services
- 79341000 - Advertising services
- 79341400 - Advertising campaign services

#### **II.2.3) Place of performance**

NUTS codes

- UKK - South West (England)

Main site or place of performance

The supplier will report to the Digital Team who are based in Swindon - with services relating to the organisation which has sites across England.

#### **II.2.4) Description of the procurement**

This will include management of digital advertising services for venue hire, holiday cottages, online shopping and licensing.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £481,250

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

This contract comprises of an initial term of three years, followed by extension provision of two years.

#### **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 III. Legal, economic, financial and technical information**

#### **III.1) Conditions for participation**

##### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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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

12 February 2024

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

12 February 2024

Local time

12:30pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

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