

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/008785-2022>

Tender

Affiliate Marketing Programme

English Heritage

F02: Contract notice

Notice identifier: 2022/S 000-008785

Procurement identifier (OCID): ocds-h6vhtk-0328ec

Published 1 April 2022, 10:20am

Section I: Contracting authority

I.1) Name and addresses

English Heritage

SN2 2EH

Swindon

Email

natalie.east@english-heritage.org.uk

Telephone

+44 07342086108

Country

United Kingdom

NUTS code

UKK14 - Swindon

Internet address(es)

Main address

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

Buyer's address

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

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.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

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

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Affiliate Marketing Programme

Reference number

P/REF EH 00001859

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

English Heritage is looking to appoint an agency to manage the strategy and delivery of it's Affiliate Marketing programme. The selected agency would be responsible for choosing which affiliate network to partner with and would be responsible for this relationship from the outset.

II.1.5) Estimated total value

Value excluding VAT: £585,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKK14 - Swindon

II.2.4) Description of the procurement

English Heritage is looking to appoint an agency to manage the strategy and delivery of its Affiliate Marketing programme. The selected agency would be responsible for choosing which affiliate network to partner with and would be responsible for this relationship from the outset.

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: £585,000

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

Start date

14 July 2022

End date

14 July 2027

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

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

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: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

3 May 2022

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

3 May 2022

Local time

12:02pm

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

The English Heritage Trust

Swindon

Country

United Kingdom