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Contract

Digital Advertising for Commercial

English Heritage

F03: Contract award notice

Notice identifier: 2024/S 000-009476

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

Published 22 March 2024, 4:10pm

Section I: Contracting authority

I.1) Name and addresses

English Heritage

The Engine House, Firefly Avenue,

Swindon

SN2 2EH

Contact

Lydia Eales

Email

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.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

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.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £481,250

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

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

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 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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-001121](#)

Section V. Award of contract

Contract No

P/REF EH 00002015

Title

Digital Advertising for Commercial Teams

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 March 2024

V.2.2) Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 14

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 14

Number of tenders received by electronic means: 14

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

CTI Digital

1st Floor / 2 Express Networks, 3 George Leigh Street Ancoats

Manchester

M4 5DL

Country

United Kingdom

NUTS code

- UKD - North West (England)

Internet address

<https://www.ctidigital.com/>

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £481,250

Total value of the contract/lot: £454,113.65

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

English Heritage

The Engine House, Firefly Avenue,

Swindon

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procurement2@english-heritage.org.uk

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