

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/009476-2024>

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](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.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

SN2 2EH

Email

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

Country

United Kingdom