

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/009642-2023>

Tender

Media Buying and Channel Strategy Planning Service 2024 - 2027

English Heritage

F02: Contract notice

Notice identifier: 2023/S 000-009642

Procurement identifier (OCID): ocds-h6vhtk-03b827

Published 3 April 2023, 12:27pm

Section I: Contracting authority

I.1) Name and addresses

English Heritage

The Engine House, Firefly Avenue

Swindon

SN2 2EH

Email

Jessie.Askey@english-heritage.org.uk

Country

United Kingdom

NUTS code

UKK14 - Swindon

Internet address(es)

Main 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

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

Media Buying and Channel Strategy Planning Service 2024 - 2027

Reference number

P/REF EH 00001945

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

English Heritage is looking to procure a media buying and channel planning to provide expertise and direct support in the channel planning and buying of media to help achieve 6.5m total visitors from 2024 with an increase annually; The appointed agency will need to provide the following services: 1. Channel neutral, through the line, marketing channel strategy planning and media buying for English Heritage sites and events at local, regional and national level. 2. Optimisation, Evaluation and reporting 3. Account management

II.1.5) Estimated total value

Value excluding VAT: £13,125,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description**II.2.2) Additional CPV code(s)**

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)
- UKH - East of England
- UKJ - South East (England)
- UKD - North West (England)
- UKC - North East (England)
- UKK - South West (England)
- UKF - East Midlands (England)

II.2.4) Description of the procurement

English Heritage is looking to procure a media buying and channel planning to provide expertise and direct support in the channel planning and buying of media to help achieve 6.5m total visitors from 2024 with an increase annually; The appointed agency will need to provide the following services: 1. Channel neutral, through the line, marketing channel strategy planning and media buying for English Heritage sites and events at local, regional and national level. 2. Optimisation, Evaluation and reporting 3. Account management

II.2.5) Award criteria

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

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

Start date

1 April 2024

End date

31 March 2029

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 5

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.1.2) 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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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

2 May 2023

Local time

5:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

9 May 2023

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

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

English Heritage

Swindon

Country

United Kingdom