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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](mailto: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/asp/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/asp/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/asp/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

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## **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

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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

## **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

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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**

English Heritage

Swindon

Country

United Kingdom