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Contract

Management of paid media for the commercial areas of English Heritage

English Heritage Trust

F03: Contract award notice

Notice identifier: 2023/S 000-010571

Procurement identifier (OCID): ocds-h6vhtk-03be3d

Published 13 April 2023, 8:41am

Section I: Contracting authority

I.1) Name and addresses

English Heritage Trust

6Th Floor,100 Wood Street

LONDON

EC2V7AN

Contact

Natalie East

Email

natalie.east@english-heritage.org.uk

Telephone

+44 7342086108

Country

United Kingdom

Region code

UKI31 - Camden and City of London

Charity Commission (England and Wales)

1140351

Internet address(es)

Main address

<https://www.english-heritage.org.uk/>

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

Management of paid media for the commercial areas of English Heritage

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Management of paid media for the commercial areas of English Heritage

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: £29,970

II.2) Description

II.2.2) Additional CPV code(s)

- 79341200 - Advertising management services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKG - West Midlands (England)

- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

II.2.4) Description of the procurement

Paid Media services for English Heritage

II.2.5) Award criteria

Quality criterion - Name: Website and Venue Hire / Weighting: 65

Price - Weighting: 35

II.2.11) Information about options

Options: Yes

Description of options

1+1

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Under Public Procurement Threshold

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

4 March 2022

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received by electronic means: 8

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

V.2.3) Name and address of the contractor

Varn Media Ltd

The Old Brewery

Bradford Upon Avon

BA15 1NF

Country

United Kingdom

NUTS code

- UKK - South West (England)

Companies House

07239443

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £30,000

Total value of the contract/lot: £29,970

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

English Heritage

Swindon

Country

United Kingdom