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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](mailto: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

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## **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

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## **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

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## **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

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

English Heritage

Swindon

Country

United Kingdom