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Tender

Mailing House

English Heritage

F02: Contract notice

Notice identifier: 2021/S 000-014598

Procurement identifier (OCID): ocds-h6vhtk-02c079

Published 25 June 2021, 4:45pm

Section I: Contracting authority

I.1) Name and addresses

English Heritage

The Engine House

Swindon

SN2 2EH

Contact

Katherine Bond

Email

Procurement@English-Heritage.org.uk

Country

United Kingdom

NUTS code

UKK14 - Swindon

Internet address(es)

Main address

<http://eh-intranet/Pages/Home.aspx>

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 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

Mailing House

Reference number

P/REF EH 00001701

II.1.2) Main CPV code

- 79570000 - Mailing-list compilation and mailing services

II.1.3) Type of contract

Services

II.1.4) Short description

Monthly campaignsThe fulfilment of the new memberships (circa 150k for 2021/22) and existing membership renewals (circa 400k for 2021/22), and trigger campaigns (circa 500k) is a core requirement of the marketing communications strategy for English Heritage Members. All campaigns are highly segmented with a large number of variables both in text, imagery and promotional offer, including 3rd party assets.

II.1.5) Estimated total value

Value excluding VAT: £1,700,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79570000 - Mailing-list compilation and mailing services
- 79571000 - Mailing services

II.2.3) Place of performance

NUTS codes

- UKK14 - Swindon

II.2.4) Description of the procurement

Suppliers interested in this opportunity should register at <https://in-tendhost.co.uk/english-heritage/asp/Home> in order to express interest and download documentation.

II.2.5) Award criteria

Price

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

Start date

1 October 2021

End date

30 September 2024

This contract is subject to renewal

No

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 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: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

26 July 2021

Local time

5:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

26 July 2021

Local time

5:00pm

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