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Tender

## **Membership Magazine, Podcast and Commercial Advertising Services (English Heritage)**

English Heritage

F02: Contract notice

Notice identifier: 2024/S 000-016179

Procurement identifier (OCID): ocds-h6vhtk-0469b1

Published 22 May 2024, 2:15pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

English Heritage

The Engine House, Fire Fly Avenue

Swindon

SN2 2EH

#### **Email**

[procurement2@english-heritage.org.uk](mailto:procurement2@english-heritage.org.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKK - South West (England)

#### **Internet address(es)**

Main address

<https://in-tendhost.co.uk/english-heritage>

### **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/>

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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Membership Magazine, Podcast and Commercial Advertising Services (English Heritage)

Reference number

P/REF EH 00002066

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

English Heritage are looking to procure the following services: LOT 1 : Members' Magazine  
LOT 2 : Podcast  
LOT 3: Members' Commercial Activity  
This will be part of a two-stage procurement process - with suitably qualified suppliers being invited forward to the Invitation to Tender (ITT) stage. The indicative value is a combined maximum value of this contract opportunity.

#### **II.1.5) Estimated total value**

Value excluding VAT: £13,780,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

### **II.2) Description**

#### **II.2.1) Title**

Members' Magazine

Lot No

1

#### **II.2.2) Additional CPV code(s)**

- 79970000 - Publishing services

#### **II.2.3) Place of performance**

NUTS codes

- UKK - South West (England)

#### **II.2.4) Description of the procurement**

English Heritage is looking for a Contract Publisher for its Members' Magazine. The magazine currently has three printed editions annually – Spring (published in March), Summer (published in July) and Autumn/Winter (published end of September/start of October) (see below for pagination and spec), scheduled to fit in with key holiday periods to encourage site visits and event attendance in order to maximise member retention rates and income generation. It is mailed to c.500,000 households

### **II.2.5) Award criteria**

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

### **II.2.6) Estimated value**

Value excluding VAT: £12,500,000

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

Duration in months

62

This contract is subject to renewal

Yes

Description of renewals

The maximum contract duration is 62 months - this comprises of initial term of 38 months and two extension provisions of 12 months each.

### **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

## **II.2) Description**

### **II.2.1) Title**

Podcast

Lot No

2

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

- 79342000 - Marketing services

**II.2.3) Place of performance**

NUTS codes

- UKK - South West (England)

**II.2.4) Description of the procurement**

We are also looking for a supplier to run our weekly podcast series, including all planning, scheduling and production. Returns are accepted for just this aspect of the tender, or for both the podcast and the full Members' Magazine contract publishing together.

**II.2.5) Award criteria**

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

**II.2.6) Estimated value**

Value excluding VAT: £325,000

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

Duration in months

62

This contract is subject to renewal

Yes

Description of renewals

The contract duration is listed as the maximum contract term. This comprises of an initial term of 3yrs 2 months - followed by provision to extend by two periods of 12 months each. A maximum term of 5yrs, 2 months.

**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

## **II.2) Description**

### **II.2.1) Title**

Members' Commercial Activity

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 79341000 - Advertising services

### **II.2.3) Place of performance**

NUTS codes

- UKK - South West (England)

### **II.2.4) Description of the procurement**

We are looking for a supplier to help us deliver our members' commercial strategy which currently encompasses the below strands (although we are keen to work with the supplier to develop new avenues such as content monetisation and project partnerships).

### **II.2.5) Award criteria**

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

### **II.2.6) Estimated value**

Value excluding VAT: £400,000

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

Duration in months

62

This contract is subject to renewal

Yes

Description of renewals

The listed contract duration is the maximum term. This comprises of an initial term of 3yrs / 2 months - followed by provision to extend by two periods of 12 months each. A maximum term of 5yrs, 2 months.

#### **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.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

The response requirement is outlined in the procurement pack.

#### **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

21 June 2024

Local time

12:00pm

#### **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: Yes

Estimated timing for further notices to be published: This is a re-procurement of an existing service requirement.

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

English Heritage

The Engine House, Fire Fly Avenue

Swindon

SN2 2EH

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

For further details - please contact the Buyer via [procurement2@english-heritage.org.uk](mailto:procurement2@english-heritage.org.uk)