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Contract

## **Affiliate Marketing Programme**

English Heritage

F03: Contract award notice

Notice identifier: 2022/S 000-016506

Procurement identifier (OCID): ocds-h6vhtk-0328ec

Published 16 June 2022, 10:34am

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

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

English Heritage

SN2 2EH

Swindon

#### **Email**

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

#### **Telephone**

+44 07342086108

#### **Country**

United Kingdom

#### **NUTS code**

UKK14 - Swindon

## **Internet address(es)**

Main address

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

Buyer's address

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

## **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**

Affiliate Marketing Programme

Reference number

P/REF EH 00001859

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

- 79342000 - Marketing services

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

Services

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

English Heritage is looking to appoint an agency to manage the strategy and delivery of its Affiliate Marketing programme. The selected agency would be responsible for choosing which affiliate network to partner with and would be responsible for this relationship from the outset.

### **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: £585,000

## **II.2) Description**

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

- 79342000 - Marketing services

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

NUTS codes

- UKK14 - Swindon

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

English Heritage is looking to appoint an agency to manage the strategy and delivery of its Affiliate Marketing programme. The selected agency would be responsible for choosing which affiliate network to partner with and would be responsible for this relationship from the outset.

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

Price

### **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 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.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-008785](#)

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## **Section V. Award of contract**

### **Contract No**

1

### **Title**

EH Affiliate Marketing Programme

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

16 June 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

**V.2.3) Name and address of the contractor**

Gen 3 Marketing

Plymouth

Country

United Kingdom

NUTS code

- UKK41 - Plymouth

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £585,000

Total value of the contract/lot: £585,000

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

The English Heritage Trust

Swindon

Country

United Kingdom

