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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

Telephone

+44 07342086108

Country

United Kingdom

NUTS code

UKK14 - Swindon

Internet address(es)

Main address

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

Buyer's address

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

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

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 it's 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 it's 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

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](#)

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The English Heritage Trust

Swindon

Country

United Kingdom