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Tender

Education Marketing Services 2024-26

English Heritage

F02: Contract notice

Notice identifier: 2024/S 000-020226

Procurement identifier (OCID): ocds-h6vhtk-047a0c

Published 3 July 2024, 10:17am

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

Country

United Kingdom

NUTS code

UKK - South West (England)

Internet address(es)

Main address

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

Buyer's address

<https://www.english-heritage.org.uk>

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Education Marketing Services 2024-26

Reference number

P/REF EH 00002071

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 for an agency partner who can support the acquisition strategy to drive to deliver a new and refreshed learning plan and increase engagement with school students (aged 5-18yrs) in England by virtual and in-person visits. These should support participation in outstanding and transformative learning experiences connected with our sites and collections that inspire children and young people to enjoy, understand, value, and care for our historic environment. Please note retention strategy will remain in house - with any campaign messaging aligning to retention marketing comms.

II.1.5) Estimated total value

Value excluding VAT: £180,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

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

English Heritage are looking for an agency partner who can support the acquisition strategy to drive to deliver a new and refreshed learning plan and increase engagement with school students (aged 5-18yrs) in England by virtual and in-person visits. These should support participation in outstanding and transformative learning experiences connected with our sites and collections that inspire children and young people to enjoy, understand, value, and care for our historic environment. Please note retention strategy will remain in house - with any campaign messaging aligning to retention marketing comms.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Price / Weighting: 40

II.2.6) Estimated value

Value excluding VAT: £180,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The contract opportunity is for 12 months with provision to extend by a further 12 months. Future service requirements will be determined in due course.

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 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

Evaluation criteria are listed 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

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

31 July 2024

Local time

12:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

31 July 2024

Local time

12:30pm

Place

Tenders will be opened via In-tend once the submission deadline has passed.

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

The Engine House, Fire Fly Avenue

Swindon

SN2 2EH

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

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 regarding this procurement please email procurement2@english-heritage.org.uk