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Contract

Education Marketing Services 2024-26

English Heritage

F03: Contract award notice

Notice identifier: 2024/S 000-030422

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

Published 24 September 2024, 8:48am

Section I: Contracting authority

I.1) Name and addresses

English Heritage

The Engine House, Fire Fly Avenue,

Swindon

SN2 2EH

Contact

Education Marketing Team

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.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.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £180,000

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.2.11) 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: [2024/S 000-020226](#)

Section V. Award of contract

Contract No

P/REF EH 00002071

Title

Education Marketing Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

3 September 2024

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

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

Number of tenders received from tenderers from non-EU Member States: 7

Number of tenders received by electronic means: 7

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

V.2.3) Name and address of the contractor

Sprint Media

Unit B The Courtyard, Tewkesbury Business Park

Tewkesbury

GL20 8GD

Country

United Kingdom

NUTS code

- UKK - South West (England)

Internet address

<https://www.sprint-education.co.uk>

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £180,000

Total value of the contract/lot: £180,000

Section VI. Complementary information

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