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Contract

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

English Heritage

F03: Contract award notice

Notice identifier: 2024/S 000-035518

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

Published 1 November 2024, 3:16pm

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

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

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.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £13,780,000

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

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

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

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

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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-016179](#)

Section V. Award of contract

Contract No

P/REF EH 00002066

Lot No

1

Title

Members Magazine

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 October 2024

V.2.2) Information about tenders

Number of tenders received: 12

Number of tenders received from SMEs: 8

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

Number of tenders received from tenderers from non-EU Member States: 12

Number of tenders received by electronic means: 12

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

V.2.3) Name and address of the contractor

We Are Sunday

207 Union Street

London

SE1 0LN

Country

United Kingdom

NUTS code

- UKI - London

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: £125,000,000

Total value of the contract/lot: £10,420,705

Section V. Award of contract

Contract No

P/REF EH 00002066

Lot No

2

Title

Podcast

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 October 2024

V.2.2) Information about tenders

Number of tenders received: 12

Number of tenders received from SMEs: 11

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

Number of tenders received from tenderers from non-EU Member States: 12

Number of tenders received by electronic means: 12

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

V.2.3) Name and address of the contractor

Fresh Air Production Ltd

11 Devizes Road

Swindon

SN1 4BH

Country

United Kingdom

NUTS code

- UKK - South West (England)

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: £325,000

Total value of the contract/lot: £317,300

Section V. Award of contract

Contract No

P/REF EH 00002066

Lot No

3

Title

Commercial Activity Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 October 2024

V.2.2) Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 6

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

Number of tenders received from tenderers from non-EU Member States: 9

Number of tenders received by electronic means: 9

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

V.2.3) Name and address of the contractor

Think Publishing

65 Riding House Street

London

W1W 7EH

Country

United Kingdom

NUTS code

- UKI - London

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: £400,000

Total value of the contract/lot: £400,000

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