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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](mailto: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

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## **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

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## **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](#)

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## **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

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## **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

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## **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

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## **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