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Contract

Media Buying and Channel Strategy Planning Service 2024 - 2027

English Heritage

F03: Contract award notice

Notice identifier: 2023/S 000-035544

Procurement identifier (OCID): ocids-h6vhtk-03b827

Published 1 December 2023, 3:56pm

Section I: Contracting authority

I.1) Name and addresses

English Heritage

The Engine House, Firefly Avenue

Swindon

SN2 2EH

Contact

Jessie Askey

Email

Jessie.Askey@english-heritage.org.uk

Country

United Kingdom

NUTS code

UKK14 - Swindon

Internet address(es)

Main 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

Media Buying and Channel Strategy Planning Service 2024 - 2027

Reference number

P/REF EH 00001945

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

English Heritage is looking to procure a media buying and channel planning to provide expertise and direct support in the channel planning and buying of media to help achieve 6.5m total visitors from 2024 with an increase annually;The appointed agency will need to provide the following services:1. Channel neutral, through the line, marketing channel strategy planning and media buying for English Heritage sites and events at local, regional and national level.2. Optimisation, Evaluation and reporting 3. Account management

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: £13,125,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)
- UKH - East of England
- UKF - East Midlands (England)
- UKJ - South East (England)
- UKC - North East (England)
- UKK - South West (England)
- UKD - North West (England)

Main site or place of performance

On behalf of English Heritage at local, regional and national level.

II.2.4) Description of the procurement

English Heritage is looking to procure a media buying and channel planning to provide expertise and direct support in the channel planning and buying of media to help achieve 6.5m total visitors from 2024 with an increase annually; The appointed agency will need to provide the following services: 1. Channel neutral, through the line, marketing channel strategy planning and media buying for English Heritage sites and events at local, regional and national level. 2. Optimisation, Evaluation and reporting 3. Account management

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 65

Price - Weighting: 35

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: [2023/S 000-009642](#)

Section V. Award of contract

Contract No

PREFEH00001945

Lot No

N/A

Title

Media Buying and Channel Planning Strategy Service

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 December 2023

V.2.2) Information about tenders

Number of tenders received: 4

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: 4

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

McCann Erickson Central Ltd (UM Birmingham)

Birmingham

B90 4WE

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

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: £13,125,000

Total value of the contract/lot: £13,000,000

Section VI. Complementary information

VI.3) Additional information

Please note the awarded value includes value of media spend - in addition to service provision - across the maximum contract duration for this agreement.

VI.4) Procedures for review

VI.4.1) Review body

English Heritage

Swindon

Country

United Kingdom