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Contract

Agency to Sell and Deliver Screen Advertising and Sponsorship for BFI South Bank and BFI IMAX Screens

British Film Institute

F03: Contract award notice

Notice identifier: 2023/S 000-002111

Procurement identifier (OCID): ocids-h6vhtk-0365f3

Published 24 January 2023, 10:34am

Section I: Contracting authority

I.1) Name and addresses

British Film Institute

BFI, 21 Stephen Street

London

W1T 1LN

Contact

Stephen Adams

Email

stephen.adams@bfi.org.uk

Telephone

+44 2079574849

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

<http://www.bfi.org.uk/>

Buyer's address

<https://in-tendhost.co.uk/bfi.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

Agency to Sell and Deliver Screen Advertising and Sponsorship for BFI South Bank and BFI IMAX Screens

Reference number

2022/306

II.1.2) Main CPV code

- 79341200 - Advertising management services

II.1.3) Type of contract

Services

II.1.4) Short description

The BFI is seeking a third party Agency to commercialise a package of advertising and partnership at BFI Southbank and BFI IMAX. The successful partner will be offered advertising position(s) in the pre-screening reel at both BFI Southbank and BFI IMAX

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: £1

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

The BFI is seeking a third party Agency to commercialise a package of advertising and partnership at BFI Southbank and BFI IMAX. The successful partner will be offered advertising position(s) in the pre-screening reel at both BFI Southbank and BFI IMAX

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 50%

Cost criterion - Name: Revenue / Weighting: 50%

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: Yes

Identification of the project

2022/306

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: [2022/S 000-024856](#)

Section V. Award of contract

Contract No

2022/306

Title

Agency to Sell and Deliver Screen Advertising and Sponsorship for BFI South Bank and BFI IMAX Screens

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

24 January 2023

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

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

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

Pearl and Dean Cinemas Limited

2nd Floor, Corinthian House, 279 Tottenham Court Road

London

W1T 7RJ

Country

United Kingdom

NUTS code

- UKI - London

National registration number

00614063

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: £1

Total value of the contract/lot: £1

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

BFI

21 Stephen Street

London

W1T 1LN

Country

United Kingdom

Internet address

<https://in-tendhost.co.uk/bfi.aspx/Home>

