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Contract

## **Event and Experiential Marketing Services**

The British Broadcasting Corporation (BBC)

F03: Contract award notice

Notice identifier: 2025/S 000-004902

Procurement identifier (OCID): ocds-h6vhtk-04a419

Published 13 February 2025, 12:03pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

The British Broadcasting Corporation (BBC)

Broadcasting House, Portland Place

London

W1A 1AA

#### **Contact**

Anna Neuman

#### **Email**

[anna.neuman@bbc.co.uk](mailto:anna.neuman@bbc.co.uk)

#### **Telephone**

+44 1234567890

#### **Fax**

+44 1234567890

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<http://www.bbc.co.uk/supplying/>

Buyer's address

<https://bbc.bravosolution.co.uk/>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Broadcasting

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Event and Experiential Marketing Services

Reference number

PROC\_2023\_32\_AN

#### **II.1.2) Main CPV code**

- 79342200 - Promotional services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The BBC has Awarded a Services Agreement to one supplier, who will be providing a range of services including but not limited to design, creating, installing and storing large-format branding for a range of high-profile events from studio sessions to music festivals for 70,000+ people.

Branding will be seen online, on social media, on television and in-person at studios and public events. Items will need to be of a suitable high quality to represent our brands' values and meet the requirements of the event brief.

The anticipated spend over the 5 year term (3 + 1 + 1) is estimated to be between £2 million to £2.5 million. This is just an estimated spend figure which may change, it is not committed spend under the contract.

#### **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: £2,500,000

### **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

The BBC has Awarded a Services Agreement to one supplier, who will be providing a range of services including but not limited to design, creating, installing and storing large-format branding for a range of high-profile events from studio sessions to music festivals for 70,000+ people.

Branding will be seen online, on social media, on television and in-person at studios and public events. Items will need to be of a suitable high quality to represent our brands' values and meet the requirements of the event brief.

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### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 60%

Price - Weighting: 40

### **II.2.11) Information about options**

Options: Yes

Description of options

The 60 months duration is for the term of 5 years, which means: 3 years initial term with possible extensions of a maximum additional 2 year period, hence 3 years + 1 + 1)

### **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**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 000-031159](#)

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## **Section V. Award of contract**

### **Title**

Event and Experiential Marketing Services

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

11 February 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

#### **V.2.3) Name and address of the contractor**

Premier Production Ltd

Birmingham

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Total value of the contract/lot: £2,500,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

In the case of technology requirements, the BBC may involve its technology partner (Atos IT Solutions and Services Limited) to assist in the scoping and drafting of invitations to tender and/or the evaluation of tenders. However, the final decision as to which is the most economically advantageous (by reference to the award criteria) will be made by the BBC. The awarding authority reserves the right not to award a contract and to annul the procurement process at any stage. Tenders and all supporting documents must be priced in sterling and all payments will be made in sterling. The contract shall be subject to English law. The awarding authority does not bind itself to accept the lowest, or any tender and reserves the right to accept part of a tender unless the tenderer expressly stipulates otherwise in the tender document.

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Business and Property Courts of England and Wales - TCC

Rolls Building, 7 Rolls Building, Fetter Lane

London

EC4A 1NL

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

As stated in the Public Contracts Regulations 2015. The applicable review time limits shall be as stated in Regulations 92 and 93 Public Contracts Regulations 2015.