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Award

## **Audience Interactive Social Media Toolkit**

BBC (British Broadcasting Corporation)

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-008224

Procurement identifier (OCID): ocds-h6vhtk-05a6f1 ([view related notices](#))

Published 29 January 2026, 4:46pm

### **Scope**

### **Reference**

PROC/2025/48

### **Description**

The BBC currently relies on IMI Social to capture, route, and curate audience contributions from SMS, social media, and WhatsApp, integrating them into BBC production workflows. This enables various on-air applications, such as reading SMS messages on the radio, playing WhatsApp voice notes, and rendering audience data for on-screen graphics. The platform processes millions of messages each month across radio, podcasts, news, and TV.

Audience contributions via social media and SMS are a vital editorial component of live radio and TV programmes, often shaping content in real-time. Approximately 4,000 BBC users rely on the system to receive, moderate, and publish around four million messages per month.

To ensure continuity, the BBC is procuring a new web-based Social Audience Engagement Solution. A well-structured system will provide key benefits including

compliance, auditability, and adherence to governance models. Without it, there is a risk of operational gaps and non-compliance, potentially disrupting editorial workflows and impacting regulatory assurance.

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## **Contract 1**

### **Supplier**

- Bionics Corporation Ltd (Trading as Broadcast Bioncs)

### **Contract value**

- £2,600,000 excluding VAT
- £3,120,000 including VAT

Above the relevant threshold

### **Award decision date**

29 January 2026

### **Date assessment summaries were sent to tenderers**

29 January 2026

### **Standstill period**

- End: 9 February 2026
- 8 working days

### **Earliest date the contract will be signed**

11 February 2026

### **Contract dates (estimated)**

- 16 February 2026 to 15 February 2029
- Possible extension to 15 February 2031
- 5 years

Description of possible extension:

Initial contract is for three (3) years with an option to extend for a further two (2) years.

### **Main procurement category**

Services

### **CPV classifications**

- 72212100 - Industry specific software development services
- 48510000 - Communication software package
- 48500000 - Communication and multimedia software package

## **Contract locations**

- UK - United Kingdom
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## **Information about tenders**

- 3 tenders received
  - 3 tenders assessed in the final stage:
    - 3 submitted by small and medium-sized enterprises (SME)
    - 0 submitted by voluntary, community and social enterprises (VCSE)
  - 1 supplier awarded contracts
  - 2 suppliers unsuccessful (details included for contracts over £5 million)
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## **Submission**

### **Submission type**

Tenders

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## **Procedure**

### **Procedure type**

Competitive flexible procedure

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## Supplier

### **Bionics Corporation Ltd (Trading as Broadcast Bioncs)**

- Public Procurement Organisation Number: PYBB-3762-JQQR

Hurstwood Grange, Hurstwood Lane

Haywards Heath

RH17 7QX

United Kingdom

Email: [sales@bionics.co.uk](mailto:sales@bionics.co.uk)

Website: <https://www.bionics.co.uk/>

Region: UKJ28 - West Sussex (North East)

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

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## Contracting authority

## **BBC (British Broadcasting Corporation)**

- Public Procurement Organisation Number: PJRB-3233-GTQL

Broadcasting House, Portland Place

London

W1A 1AA

United Kingdom

Email: [no\\_reply@bbc.co.uk](mailto:no_reply@bbc.co.uk)

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

Region: UKI32 - Westminster

Organisation type: Public authority - sub-central government