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Contract

Agent for IMAX Advertising Wrap at BFI IMAX

British Film Institute

F03: Contract award notice

Notice identifier: 2022/S 000-010346

Procurement identifier (OCID): ocds-h6vhtk-02fa6e

Published 21 April 2022, 10:49am

Section I: Contracting authority

I.1) Name and addresses

British Film Institute

21 Stephen Street

London

W1T 1LN

Email

oliver.clifford@bfi.org.uk

Telephone

+44 2072551444

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

www.bfi.org.uk

Buyer's address

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

Agent for IMAX Advertising Wrap at BFI IMAX

Reference number

2021/281

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The BFI IMAX building is located in the centre of the Waterloo roundabout in Central London in a prominent position opposite Waterloo Station. The building was commissioned by the British Film Institute and designed by Bryan Avery of Avery Associates Architects. The BFI IMAX, circular in design, has an internal drum referred to as the advertising wrap. It is not a digital screen but it has the largest canvas in the UK measuring 1,734m², supported by the latest technology in LED (48,000 LEDs). This is both dynamic and fully programmable and has the functionality to use every colour. The contract with the incumbent provider expires on 31 March 2022 and the BFI is offering the opportunity to the market to act as its advertising agent. For avoidance of doubt, the opportunity is not offered as a lease of the advertising wrap.

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)

- 79341000 - Advertising services
- 22462000 - Advertising material
- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

The BFI IMAX building is located in the centre of the Waterloo roundabout in Central London in a prominent position opposite Waterloo Station. The building was commissioned by the British Film Institute and designed by Bryan Avery of Avery Associates Architects. The BFI IMAX, circular in design, has an internal drum referred to as the advertising wrap. It is not a digital screen but it has the largest canvas in the UK measuring 1,734m², supported by the latest technology in LED (48,000 LEDs). This is both dynamic and fully programmable and has the functionality to use every colour. The contract with the incumbent provider expires on 31 March 2022 and the BFI is offering the opportunity to the market to act as its advertising agent. For avoidance of doubt, the opportunity is not offered as a lease of the advertising wrap.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 40

Cost criterion - Name: Revenue / Weighting: 60

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: [2021/S 000-029439](#)

Section V. Award of contract

Contract No

2021/281

Title

Agent for IMAX Advertising Wrap at BFI IMAX

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 April 2022

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 1

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

Ocean Outdoor UK Limited

25 Argyll Street, London W1F 7TU

London

W1F 7TU

Country

United Kingdom

NUTS code

- UKI - London

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: £1

Total value of the contract/lot: £1

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

British Film Institute

London

Country

United Kingdom