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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](mailto:oliver.clifford@bfi.org.uk)

#### **Telephone**

+44 2072551444

#### **Country**

United Kingdom

#### **NUTS code**

UKI - London

**Internet address(es)**

Main address

[www.bfi.org.uk](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

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## **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 1,734m<sup>2</sup>, 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 1,734m<sup>2</sup>, 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

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## **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](#)

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## **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

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## **Section VI. Complementary information**

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

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

British Film Institute

London

Country

United Kingdom