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Tender

UK Global Screen Fund Framework for Promoting UK Screen Services.

British Film Institute

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-011143

Procurement identifier (OCID): ocids-h6vhtk-064a94

Published 6 February 2026, 4:31pm

Scope

Reference

2026/460

Description

The UK Global Screen Fund (UKGSF) is designed to boost international development, production, distribution, and promotional opportunities for the UK's independent screen sector. It targets support across the screen sector, including film, TV, documentary, animation and interactive narrative games content. It is aimed at boosting the international competitiveness of UK screen content whilst growing the revenues, reach and partnerships of domestic independent businesses.

The UK Global Screen Fund Framework for Promoting UK Screen Services consolidates all screen sector promotional activities under one combined ScreenUK umbrella. It encompasses the current ScreenUK Industry physical UK screen sector presence at international festivals and markets such as Cannes Marche du Film, Berlin European Film Market (EFM), Toronto International Film Festival (TIFF) and Annecy International Animation Festival, as well as the digital presence of both ScreenUK Industry activity and

the ScreenUK consumer promotional campaign.

The BFI requires Service Provider(s) to deliver the UK Global Screen Fund Framework for Promoting UK Screen Services in the following Lots:

Lot 1 – Events and Logistics Services (£1,616,100)

Lot 2 – Creative Assets Services (£460,500)

Lot 3 – Media Agency Services (£854,451)

Lot 4 – Digital Promotion and Production Services (£705,000)

Total value of Framework = £3,636,051 across all Lots

Framework Duration – 3 years. Any option to extend this Framework for an additional year will be subject to additional funding being secured prior to the expiry of this Framework.

The Framework Award(s) will be subject to the final approval from the Department for Digital, Culture, Media and Sports (DCMS)

Commercial tool

Establishes a framework

Total value (estimated)

- £3,636,051 excluding VAT
- £4,363,261 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 October 2026 to 30 September 2029
- 3 years

Main procurement category

Services

CPV classifications

- 72200000 - Software programming and consultancy services
- 72260000 - Software-related services
- 79340000 - Advertising and marketing services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79342200 - Promotional services
- 92000000 - Recreational, cultural and sporting services
- 92100000 - Motion picture and video services
- 92110000 - Motion picture and video tape production and related services

Contract locations

- UKI - London

Lot constraints

Description of how multiple lots may be awarded:

Please see PSQ doc

Lot 1. Lot 1 - Events and Logistics Services

Description

Project management and delivery of the physical ScreenUK Industry presence (in the form of a stand/booth/pavilion) at up to four key international festivals and markets such as eg Cannes Marche du Film and Berlin EFM. This includes fit-out, build, décor, staffing, technical delivery, freight and logistics. Additionally, full management and delivery of ScreenUK consumer events, to be further scoped but likely to include the continued delivery of the ScreenUK Studio at the British Independent Film Awards.

Lot value (estimated)

- £1,616,100 excluding VAT
- £1,939,320 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 2. Lot 2 - Creative Assets Services

Description

Project management and delivery of creative assets, executing the ScreenUK brand strategy across both physical and digital channels and across both B2C and B2B activity. This includes the design of UK stand/booth/pavilions at key international festivals and markets as well as year-round digital campaign assets plus ongoing design, development and hosting of the ScreenUK and ScreenUK Industry platforms.

Lot value (estimated)

- £460,500 excluding VAT
- £552,600 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 3. Lot 3 - Media Agency Services

Description

Project management and delivery of ScreenUK paid media planning, buying and campaign delivery and optimisation, with a focus on digital channels. The key business area is the B2C ScreenUK international promotional campaign, with a secondary focus on B2B implementation for ScreenUK Industry.

Lot value (estimated)

- £854,451 excluding VAT
- £1,025,341 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 4. Lot 4 - Digital Promotion and Production Services

Description

Project management and production of video content and social media campaign delivery across ScreenUK channels. The key business area is the B2C ScreenUK international promotional campaign, with a secondary focus on B2B implementation for ScreenUK Industry.

Lot value (estimated)

- £705,000 excluding VAT
- £846,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Framework

Maximum number of suppliers

4

Maximum percentage fee charged to suppliers

0%

Further information about fees

Each Lot has a budget as stated in the PSQ Instructions and draft ITT Documentation

Framework operation description

The Lots will be evaluated separately with the evaluation split between Quality and Price

Award method when using the framework

Without competition

Contracting authorities that may use the framework

Establishing party only

Participation

Legal and financial capacity conditions of participation

Lot 1. Lot 1 - Events and Logistics Services

Lot 2. Lot 2 - Creative Assets Services

Lot 3. Lot 3 - Media Agency Services

Lot 4. Lot 4 - Digital Promotion and Production Services

As stated in the PSQ Instructions

Technical ability conditions of participation

Lot 1. Lot 1 - Events and Logistics Services

Lot 2. Lot 2 - Creative Assets Services

Lot 3. Lot 3 - Media Agency Services

Lot 4. Lot 4 - Digital Promotion and Production Services

As stated in the PSQ Instructions

Submission

Enquiry deadline

23 February 2026, 12:00pm

Submission type

Requests to participate

Deadline for requests to participate

2 March 2026, 12:00pm

Submission address and any special instructions

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

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Suppliers to be invited to tender

Lot 1. Lot 1 - Events and Logistics Services

Lot 2. Lot 2 - Creative Assets Services

Lot 3. Lot 3 - Media Agency Services

Lot 4. Lot 4 - Digital Promotion and Production Services

1 to 4 suppliers per lot

Award decision date (estimated)

28 August 2026

Award criteria

Name	Description	Type
Simple description	PSQ stage questions and ITT stage questions - See PSQ for more details	Price

Weighting description

PSQ stage questions and ITT stage questions - See PSQ for more details

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

PSQ and ITT Stages

Documents

Associated tender documents

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

Please register and log on to obtain all documentation

Contracting authority

British Film Institute

- Charity Commission (England and Wales): 287780

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LONDON

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United Kingdom

Contact name: Vicki Akinosh

Email: vicki.akinosh@bfi.org.uk

Website: <https://www.bfi.org.uk>

Region: UKI31 - Camden and City of London

Organisation type: Public authority - sub-central government

