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Award

Provision of Social Media Assets to BBC Radio and BBC Sounds

BBC (British Broadcasting Corporation)

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

Notice identifier: 2026/S 000-013249

Procurement identifier (OCID): ocds-h6vhtk-05e32a ([view related notices](#))

Published 13 February 2026, 10:00am

Scope

Reference

PROC 2025 84

Description

The BBC is looking for a supplier to provide social media assets for BBC Radio and BBC Sounds.

The Tender will be split into 2 lots as follows:

Lot 1 - Standard Provision of Social Media Assets

Lot 2 - Campaigns and Events

Tenderers are encouraged to bid for 1 or both lots.

Lot 1. Social Media Assets - Standard Provision

Description

The BBC wishes to commission the Successful Tenderer to deliver ongoing support for BBC Sounds, Radio Networks and Music On Demand throughout the year. The Successful Tenderer will be required to create shortform image and video content at scale to help support the social feeds of the BBC's national radio networks and BBC Sounds. The BBC's priority social media platforms require an extensive supply of images, videos, animations, designs, memes and more to deliver reach and engagement. The BBC's objective is to engage audiences on social platforms to drive discovery of its content and services, and to build fandom for its priority content brands, including BBC Radio 1, 1Xtra, Radio 2, Radio 4 and BBC Sounds.

Lot 2. Social Media Assets - Campaigns and Events

Description

The BBC wishes to commission the Successful Tenderer to deliver concentrated support for BBC Sounds, Radio Networks and

Music-On Demand across 6 (six) campaigns and events per year, plus ongoing support with Artist Syndication. The Successful Tenderer will be required to create shortform image and video content at scale to help support the social feeds of the BBC's national radio networks and BBC Sounds during key campaign moments, including Radio 1's Big Weekend, Radio 2 in the Park, Crossed Wires Festival, and more.

Contract 1. Social Media Assets - Standard Provision

Lots

Lot 1. Social Media Assets - Standard Provision

Supplier

- Cold Glass Production Ltd

Contract value

- £3,825,000 excluding VAT
- £4,590,000 including VAT

Above the relevant threshold

Award decision date

12 February 2026

Date assessment summaries were sent to tenderers

12 February 2026

Standstill period

- End: 24 February 2026

- 8 working days

Earliest date the contract will be signed

24 February 2026

Contract dates (estimated)

- 1 April 2026 to 31 March 2027
- Possible extension to 31 March 2031
- 5 years

Description of possible extension:

Contract can be extended 1 + 1 + 1 + 1. Supplier will be notified of extension 30 days in advance of expiry.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
-

Contract 2. Social Media Assets - Campaigns and Events

Lots

Lot 2. Social Media Assets - Campaigns and Events

Supplier

- Little Dot Studios Ltd

Contract value

- £400,000 excluding VAT
- £480,000 including VAT

Above the relevant threshold

Award decision date

12 February 2026

Date assessment summaries were sent to tenderers

12 February 2026

Standstill period

- End: 24 February 2026
- 8 working days

Earliest date the contract will be signed

24 February 2026

Contract dates (estimated)

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Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Information about tenders

Lot 1. Social Media Assets - Standard Provision

- 8 tenders received
- 4 tenders assessed in the final stage:
 - 4 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)

- 1 supplier awarded contracts
 - 3 suppliers unsuccessful (details included for contracts over £5 million)
-

Lot 2. Social Media Assets - Campaigns and Events

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

Submission type

Tenders

Procedure

Procedure type

Competitive flexible procedure

Suppliers

Cold Glass Production Ltd

- Public Procurement Organisation Number: PHBR-1429-QRMT

55-56 Russell Square

London

WC1B 4HP

United Kingdom

Email: tom.young@acoldglass.com

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Social Media Assets - Standard Provision

Little Dot Studios Ltd

- Public Procurement Organisation Number: PZZG-6994-NTLR

Berkshire House, 168 - 173 High Holborn

London

WC1V 7AA

United Kingdom

Email: hal.arnold@littledotstudios.com

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Social Media Assets - Campaigns and Events

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

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

Region: UKI32 - Westminster

Organisation type: Public authority - sub-central government