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Award

## **Untold stories of sustainability in the UK's luxury sector**

Cabinet Office

F15: Voluntary ex ante transparency notice

Notice identifier: 2021/S 000-019586

Procurement identifier (OCID): ocds-h6vhtk-02d3f1

Published 12 August 2021, 1:03pm

### **Section I: Contracting authority/entity**

#### **I.1) Name and addresses**

Cabinet Office

70 Whitehall

LONDON

SW1A2AS

#### **Email**

[commercial@cabinetoffice.gov.uk](mailto:commercial@cabinetoffice.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

## **Internet address(es)**

Main address

[www.Gov.uk](http://www.Gov.uk)

Buyer's address

<https://qcs.civilservice.gov.uk/>

## **I.4) Type of the contracting authority**

Ministry or any other national or federal authority

## **I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Untold stories of sustainability in the UK's luxury sector

Reference number

GCSGRT001

#### **II.1.2) Main CPV code**

- 64228000 - Television and radio broadcast transmission services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Cabinet Office requires provision of services that includes a digital platform housing bespoke

content on the suppliers website that will attract a target of over 150 million unique browsers from the GREAT campaign's key markets (North America, Europe and Asia Pacific) over a 12-month period. As well as provide a targeted digital media campaign that will create millions of global impressions in GREAT's key markets by leveraging their depth of international reach to distribute and promote this work.

The supplier will have a targeted audience of high-net-worth individuals as well as have a high volume of visits for a sustainable audience to target GREAT's key audience demographics, including C-Suite Executives, frequent travellers, consumers of 'Luxury' and those with a pre-disposition to sustainability messaging. Delivery of six documentary style films and a global digital marketing campaign with the objective to improve perceptions of the UK's sustainability credentials internationally.

### **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: £225,000

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

This Voluntary Ex-Ante Transparency (VEAT) Notice is published setting out Cabinet Office intention to award BBC on the grounds of Regulation 32(2)(b)(ii):

32(2)(b) where the works, supplies or services can be supplied only by a particular economic operator for any of the following reasons:

(ii) competition is absent for technical reasons.

In the context of the procurement, competition is absent for the technical reasons set out below. Given the specific services required (as described above), no reasonable alternative or substitute supplier exists. The absence of competition is not the result of an artificial narrowing down of the parameters of the procurement. In particular, this procurement was

for the whole of the GREAT campaign.

- The BBC is the only broadcaster that broadcasts in the local languages across all GREAT priority markets. The BBC page is available in 44 languages and covers all relevant markets.

- BBC StoryWorks production and editorial work is held to the overarching BBC Royal Charter which includes stringent checks and processes to ensure that all content produced is credible, substantiated, compliant and factually correct. The editorial standards of the Royal Charter are unique to the BBC and put BBC StoryWorks in a position to deliver a credible message about the UK's sustainability to the world. BBC is the only supplier who upholds the level of editorial standards required.

- BBC is the only supplier whose reach spans GREAT's required audiences and markets and includes:

- 155 million unique monthly browsers globally
- 65.3 million North American unique monthly browsers
- 40.8 million Asia Pacific unique monthly browsers
- 30.9 million European unique monthly browsers

- BBC is the only supplier who can reach the GREAT campaign's target demographics in the quantity required for this project. BBC's international audiences align with the GREAT campaign's target audience with 67% more likely to have a C-Suite role, 42% more likely to be a business decision maker and 71% being international travellers. This will not just support GREAT's overarching aim to drive positive perception change, but will support GREAT's delivery partners through driving trade, investment and tourism decisions.

## **II.2.11) Information about options**

Options: No

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## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Negotiated without a prior call for competition

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
  - absence of competition for technical reasons

Explanation:

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#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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## **Section V. Award of contract/concession**

A contract/lot is awarded: Yes

### **V.2) Award of contract/concession**

#### **V.2.1) Date of conclusion of the contract**

12 August 2021

#### **V.2.2) Information about tenders**

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor/concessionaire**

BBC GLOBAL NEWS LIMITED t/as BBC STORYWORKS COMMERCIAL PRODUCTIONS

Broadcast Centre, 201 Wood Lane,

London

W12 7TQ

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor/concessionaire is an SME

No

#### **V.2.4) Information on value of contract/lot/concession (excluding VAT)**

Initial estimated total value of the contract/lot/concession: £225,000

Total value of the contract/lot/concession: £225,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

This Voluntary Ex-Ante Transparency (VEAT) Notice is published setting out the Cabinet Office's intentions to award to the BBC. The contract has not been awarded. The contract will not be entered into earlier than 10 days after the date of publication of this VEAT notice.

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

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

High Court

London

Country

United Kingdom