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Tender

Media Campaign Delivery for the UK Global Screen Fund

British Film Institute

F02: Contract notice

Notice identifier: 2021/S 000-020138

Procurement identifier (OCID): ocds-h6vhtk-02d619

Published 17 August 2021, 5:33pm

Section I: Contracting authority

I.1) Name and addresses

British Film Institute

BFI, 21 Stephen Street

London

W1T 1LN

Contact

Stephen Adams

Email

stephen.adams@bfi.org.uk

Telephone

+44 2079574849

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

<http://www.bfi.org.uk/>

Buyer's address

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

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<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

Media Campaign Delivery for the UK Global Screen Fund

Reference number

2021/262

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

The purpose of this contract is to implement the new brand strategy for promoting UK screen content internationally. The multi-territory promotional and activation campaign will deliver across print, branded spaces, digital and physical channels to promote and showcase the UK screen sector. The vision for this promotional campaign is to reposition UK screen content on a global stage. It will execute a new and lasting narrative, creating meaning and resonating with consumer audiences to powerfully sell and promote UK content internationally.

II.1.5) Estimated total value

Value excluding VAT: £150,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

TO BE ADDED

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

This contract is for the pilot year and if the project extends beyond its pilot year there would be an option to further extend the contract

II.2.10) Information about variants

Variants will be accepted: Yes

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

Accelerated procedure

Justification:

This opportunity was previous tendered (as the • Implementation of UK Global Screen Fund Promotional Campaign•) but no award was made. This has led to a state of urgency in the need to select a supplier in order to meet the launch of the pilot year of the fund.

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.2.2) Time limit for receipt of tenders or requests to participate

Date

1 September 2021

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 30 November 2021

IV.2.7) Conditions for opening of tenders

Date

1 September 2021

Local time

12:15pm

Place

Tenders will be opened electronically, via the BFI's In-Tend eProcurement Portal, under the supervision of two members of the BFI Procurement Team.

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

BFI

21 Stephen Street

London

W1T 1LN

Country

United Kingdom

Internet address

www.bfi.org.uk