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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](mailto: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

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## **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

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## **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

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## **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.

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## **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](http://www.bfi.org.uk)