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Contract

## **BBC Proms Media Selling**

The British Broadcasting Corporation (BBC)

F03: Contract award notice

Notice identifier: 2021/S 000-024970

Procurement identifier (OCID): ocds-h6vhtk-02c116

Published 6 October 2021, 10:45pm

### **Section I: Contracting authority**

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

The British Broadcasting Corporation (BBC)

Broadcasting House, Portland Place

London

W1A 1AA

#### **Email**

[kevin.waters@bbc.co.uk](mailto:kevin.waters@bbc.co.uk)

#### **Telephone**

+44 1234567890

#### **Fax**

+44 1234567890

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

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

Buyer's address

<https://bbc.bravosolution.co.uk/>

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

Body governed by public law

**I.5) Main activity**

Other activity

Broadcasting

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**Section II: Object**

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

**II.1.1) Title**

BBC Proms Media Selling

Reference number

PROC 2021 19 KW Proms Media Selling

**II.1.2) Main CPV code**

- 79341000 - Advertising services

**II.1.3) Type of contract**

## Services

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

The Supplier shall sell advertising space for the print projects detailed below, with expected page availabilities in parentheses:

- BBC Proms Guide (maximum 49pp + 2 covers)
- BBC Proms Programmes (advertising shell common to all programmes 48pp + 2 covers; per concert adverts up to 5pp per concert)

Programmes are distributed at concert venues including the Royal Albert Hall and Cadogan Hall; the Proms Guide is sold through major retailers including Amazon, WH Smith, Waterstones, Blackwells and other independent bookstores. The Proms Guide is also sold in eBook and ePDF formats.

The anticipated print run for the 2022 Proms Guide is no more than 55,000 copies. Print runs for the Proms programmes vary for each concert;

The Supplier must also be able to adapt to the changing business model in the area of digital publications, selling in advertising space across digital formats and platforms as agreed with the BBC. The Supplier should be prepared for these ambitions to increase year on year and have the necessary resources in place to respond.

### **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: £365,000

## **II.2) Description**

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

NUTS codes

- UK - United Kingdom

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

The Supplier shall sell advertising space for the print projects detailed below, with expected page availabilities in parentheses:

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#### **II.2.5) Award criteria**

Quality criterion - Name: Merit / Weighting: 60

Price - Weighting: 40

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

Options: Yes

Description of options

Initial contract term of 3 years with an additional optional extension for a further period of 12 months.

#### **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 IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-014755](#)

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

### **Contract No**

1

### **Title**

BBC Proms Media Selling

A contract/lot is awarded: Yes

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

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

5 October 2021

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

Number of tenders received: 1

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

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

Century One Publishing Limited

44-46 Regent Street

Rugby

CV21 2PS

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04695578

The contractor is an SME

Yes

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

Total value of the contract/lot: £365,000

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## **Section VI. Complementary information**

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

In the case of technology requirements, the BBC may involve its technology partner (Atos IT Solutions and Services Limited) to assist in the scoping and drafting of invitations to tender and/or the evaluation of tenders. However, the final decision as to which is the most economically advantageous (by reference to the award criteria) will be made by the BBC. The awarding authority reserves the right not to award a contract and to annul the procurement process at any stage. Tenders and all supporting documents must be priced in sterling and all payments will be made in sterling. The contract shall be subject to English law. The awarding authority does not bind itself to accept the lowest, or any tender and reserves the right to accept part of a tender unless the tenderer expressly stipulates otherwise in the tender document.

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

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

Business and Property Courts of England and Wales - TCC

Rolls Building, 7 Rolls Building, 7 Fetter Lane

London

EC4A 1NL

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

As stated in the Public Contracts Regulations 2015. The applicable review time limits shall be as stated in Regulations 92 and 93 Public Contracts Regulations 2015.