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Tender

## **BFI Player CRO Services**

British Film Institute

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-029007

Procurement identifier (OCID): ocds-h6vhtk-052a44

Published 2 June 2025, 9:58am

## **Scope**

## **Reference**

2025/436

## **Description**

BFI Player's main objective is to become the No.1 streaming service in the UK for independent film. Specific to this project, our primary goal is to increase our trialist uptake and conversion rate by optimising the homepage, subscription landing page, subscription conversion journey and film pages.

We are looking to recruit a CRO and A/B testing agency to work closely with our internal team to optimise our existing conversion funnel, as well as to run growth and discovery experiments aimed at driving higher engagement and, ultimately, improving retention.

## **Total value (estimated)**

- £50,000 excluding VAT

- £60,000 including VAT

Below the relevant threshold

### **Contract dates (estimated)**

- 13 August 2025 to 12 February 2026
- Possible extension to 12 March 2026
- 7 months

Description of possible extension:

Extension available if required to complete work.

### **Main procurement category**

Services

### **CPV classifications**

- 72246000 - Systems consultancy services
  - 72266000 - Software consultancy services
  - 72590000 - Computer-related professional services
  - 72600000 - Computer support and consultancy services
  - 72810000 - Computer audit services
  - 72820000 - Computer testing services
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## **Submission**

### **Enquiry deadline**

25 June 2025, 1:00pm

### **Tender submission deadline**

2 July 2025, 1:00pm

### **Submission address and any special instructions**

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

Please register on this website to see tender documents.

### **Tenders may be submitted electronically**

Yes

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## Documents

### Associated tender documents

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

Please register on this website to see tender documents.

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## Contracting authority

### British Film Institute

- Charity Commission (England and Wales): 287780

21 STEPHEN STREET

LONDON

W1T 1LN

United Kingdom

Email: [graham.bellas@bfi.org.uk](mailto:graham.bellas@bfi.org.uk)

Region: UKI31 - Camden and City of London

Organisation type: Public authority - sub-central government