

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/029007-2025>

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

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.aspx/Home>

Please register on this website to see tender documents.

Tenders may be submitted electronically

Yes

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

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

Please register on this website to see tender documents.

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

Region: UKI31 - Camden and City of London

Organisation type: Public authority - sub-central government