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Tender

## **Agent for IMAX Advertising Wrap at BFI IMAX**

British Film Institute

F02: Contract notice

Notice identifier: 2021/S 000-029439

Procurement identifier (OCID): ocds-h6vhtk-02fa6e

Published 26 November 2021, 12:01pm

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

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

British Film Institute

21 Stephen Street

London

W1T 1LN

#### **Email**

[oliver.clifford@bfi.org.uk](mailto:oliver.clifford@bfi.org.uk)

#### **Telephone**

+44 2072551444

#### **Country**

United Kingdom

#### **NUTS code**

UKI - London

**Internet address(es)**

Main address

[www.bfi.org.uk](http://www.bfi.org.uk)

Buyer's address

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

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

[www.in-tendhost.co.uk/bfi/asp/home](http://www.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

[www.in-tendhost.co.uk/bfi/asp/home](http://www.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

[www.in-tendhost.co.uk/bfi/asp/home](http://www.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**

Agent for IMAX Advertising Wrap at BFI IMAX

Reference number

2021/281

#### **II.1.2) Main CPV code**

- 79341000 - Advertising services

#### **II.1.3) Type of contract**

Services

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

The BFI IMAX building is located in the centre of the Waterloo roundabout in Central London in a prominent position opposite Waterloo Station. The building was commissioned by the British Film Institute and designed by Bryan Avery of Avery Associates Architects. The BFI IMAX, circular in design, has an internal drum referred to as the advertising wrap. It is not a digital screen but it has the largest canvas in the UK measuring 1,734m<sup>2</sup>, supported by the latest technology in LED (48,000 LEDs). This is both dynamic and fully programmable and has the functionality to use every colour. The contract with the incumbent provider expires on 31 March 2022 and the BFI is offering the opportunity to the market to act as its advertising agent. For avoidance of doubt, the opportunity is not offered as a lease of the advertising wrap.

#### **II.1.5) Estimated total value**

Value excluding VAT: £1

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79341000 - Advertising services
- 22462000 - Advertising material
- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

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

NUTS codes

- UKI - London

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

The BFI IMAX building is located in the centre of the Waterloo roundabout in Central London in a prominent position opposite Waterloo Station. The building was commissioned by the British Film Institute and designed by Bryan Avery of Avery Associates Architects. The BFI IMAX, circular in design, has an internal drum referred to as the advertising wrap. It is not a digital screen but it has the largest canvas in the UK measuring 1,734m<sup>2</sup>, supported by the latest technology in LED (48,000 LEDs). This is both dynamic and fully programmable and has the functionality to use every colour. The contract with the incumbent provider expires on 31 March 2022 and the BFI is offering the opportunity to the market to act as its advertising agent. For avoidance of doubt, the opportunity is not offered as a lease of the advertising wrap.

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

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

### **II.2.6) Estimated value**

Value excluding VAT: £1

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

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

Contract is for five years, with the option to extend for a further five year period at the sole discretion of the BFI

#### **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.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**

Restricted procedure

#### **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

4 January 2022

Local time

12:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

10 January 2022

#### **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**

Duration in months: 2 (from the date stated for receipt of tender)

## **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**

British Film Institute

London

Country

United Kingdom