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Opportunity

Agent for IMAX Advertising Wrap at BFI IMAX

British Film Institute

F02: Contract notice

Notice reference: 2021/S 000-029439

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

Telephone

+44 2072551444

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

www.bfi.org.uk

Buyer's address

<https://in-tendhost.co.uk/bfi/aspx/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/aspx/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/aspx/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/aspx/home

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Recreation, culture and religion

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 1,734m², 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 1,734m², 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

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