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Tender

Editorial Optimisation Tool

The British Broadcasting Corporation (BBC)

F02: Contract notice

Notice identifier: 2023/S 000-036686

Procurement identifier (OCID): ocds-h6vhtk-04255c

Published 13 December 2023, 4:08pm

Section I: Contracting authority

I.1) Name and addresses

The British Broadcasting Corporation (BBC)

Broadcasting House, Portland Place

London

W1A 1AA

Contact

Tracey Orekoya

Email

tracey.orekoya.ext@bbc.co.uk

Telephone

+44 1234567890

Fax

+44 1234567890

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.3) Communication

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

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Broadcasting

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Editorial Optimisation Tool

Reference number

PROC/2023/061/CM Editorial Optimisation Tool

II.1.2) Main CPV code

- 72000000 - IT services: consulting, software development, Internet and support

II.1.3) Type of contract

Services

II.1.4) Short description

The BBC requires a solution to provide an editorial optimisation tool. The tool must have real-time monitoring functionality and enable the BBC to optimise audience metrics by making editorial adaptations to page layout and content of BBC websites and mobile applications on iOS and Android, and to monitor the effects of such editorial adaptations.

The BBC is looking to procure an editorial Optimisation Tool. The Contract will have an initial term of two (2) years commencing on 1st October 2024 and ending on 30th September 2026.

II.1.5) Estimated total value

Value excluding VAT: £2,750,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

United Kingdom

II.2.4) Description of the procurement

The BBC requires a solution to provide an editorial optimisation tool. The tool must have real-time monitoring functionality and enable the BBC to optimise audience metrics by making editorial adaptations to page layout and content of BBC websites and mobile applications on iOS and Android, and to monitor the effects of such editorial adaptations.

The Service must enable the BBC to send an unlimited page view volumes from any page delivered as responsive web (including hybrid/wrapped mobile applications), plus any BBC native apps.

The BBC has a large volume demand for these services, for example processing daily volumes in the region of:

- 1) 113m page views
- 2) 16m unique visitors
- 3) 40m engagement minutes
- 4) 6,500 API calls a day

Volumes are indicative due to the nature of the BBC's business and may be impacted by key events such as sporting events or major news stories.

The BBC estimates there will be in the region of 1,000 users of the system.

II.2.5) Award criteria

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

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

Duration in months

60

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

The contracts initial term is for a period of 2 years. The Contract may be extended at the BBC's discretion by up to 12 months on three (3) occasions. If the BBC wishes to exercise this option, it will give written notice to the successful provider no later than six (6) months prior to the end of the initial term.

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.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Where there is more than one economic operator, the BBC reserves the right to require a grouping of economic operators to take a particular legal form or to require a single economic operator to take primary liability or to require that each party undertakes joint and several liability.

Please register your interest in this project by taking the following steps:

- 1 - Register your company on the Jaggaer eSourcing portal (this is only required once):
 - 1.1 Go to <https://bbc.bravosolution.co.uk>
 - 1.2 - Click the link on the login page to register.
 - 1.3 Accept the terms and conditions and click 'Continue'.
 - 1.4 - Enter your correct business and user details.
 - 1.5 - Note the username you chose and click 'Save' when complete.
 - 1.6 - You will shortly receive an email with your temporary password.
- 2 - Express an interest

in the tender: 2.1 - Login to the portal with the username/password. 2.2 - Click the 'PQQs/ITTs Open to all Suppliers' link. (These are Pre-Qualification Questionnaires or Invitations to Tender open to any registered supplier). 2.3 - Click on the relevant PQQ/ITT to access the content. 2.4 - Click the 'Express Interest' button at the top of the page. This will move the PQQ/ITT into your 'My PQQs/My ITTs' page. (This is a secure area reserved for your projects only. 2.5 - You can now access any attachments by clicking 'Buyer Attachments' in the 'PQQ/ITT Details' box. 3. Responding to the tender: 3.1 - Click 'My Response' under PQQ/ITT Details', you can choose to 'Create Response' or to 'Decline to Respond' (please give a reason if declining). 3.2 - You can now use the 'Messages' function to communicate with the buyer and seek any clarification. 3.3 - Note the deadline for completion, and then follow the onscreen instructions to complete the PQQ/ITT. There may be a mixture of online and offline actions for you to perform (there is detailed online help available). 3.4 You must then submit your reply using the 'Submit Response' button at the top of the page. If you require any further assistance, please consult the online help, or contact the Jaggaer eSourcing help desk.

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

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.2.2) Time limit for receipt of tenders or requests to participate

Date

31 January 2024

Local time

2:00pm

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: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

31 January 2024

Local time

2:00pm

Place

United Kingdom

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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 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 of the Public Contracts Regulations 2015.