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Contract

## **Bitesize Adaptive Learning**

The British Broadcasting Corporation (BBC)

F03: Contract award notice

Notice identifier: 2024/S 000-041048

Procurement identifier (OCID): ocds-h6vhtk-049252

Published 19 December 2024, 4:03pm

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

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

The British Broadcasting Corporation (BBC)

Broadcasting House, Portland Place

London

W1A 1AA

#### **Contact**

Maria Larkin

#### **Email**

[maria.larkin@bbc.co.uk](mailto:maria.larkin@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.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Broadcasting

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Bitesize Adaptive Learning

Reference number

PROC 2024 38ML

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

- 80420000 - E-learning services

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

Services

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

BBC Bitesize is looking to pilot a new adaptive learning experience to address audience needs. The pilot will focus on providing this experience to young people aged 14-16 in the United Kingdom, including learners preparing for their GCSE exams. In the longer term, Bitesize hopes to launch this to all education key stages (including primary).

The adaptive learning experience will adopt a micro-learning approach to both longer-term learning for each curriculum key stage and exam revision, serving up content and assessment questions best suited to each individual learner, tracking educational progress in an interactive dashboard, and providing incentives and rewards for user engagement and achievement.

We are interested in working with an organisation that has established capabilities, products or services which deliver personalised adaptive learning and revision experiences for young learners.

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £1,500,000

## **II.2) Description**

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

NUTS codes

- UK - United Kingdom

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

BBC Bitesize is looking to pilot a new adaptive learning experience to address audience needs. The pilot will focus on providing this experience to young people aged 14-16 in the United Kingdom, including learners preparing for their GCSE exams. In the longer term, Bitesize hopes to launch this to all education key stages (including primary).

The adaptive learning experience will adopt a micro-learning approach to both longer-term learning for each curriculum key stage and exam revision, serving up content and assessment questions best suited to each individual learner, tracking educational progress in an interactive dashboard, and providing incentives and rewards for user engagement and achievement.

We are interested in working with an organisation that has established capabilities, products or services which deliver personalised adaptive learning and revision experiences for young learners.

The initial contract term is 1 year for the pilot phase with a budget of £200K. The Contract may be extended at the BBC's discretion by up to 48 months up to a maximum total contract value of £1.5m over the total potential 5 year contract term, including the initial 1 year pilot.

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

Quality criterion - Name: Technical Platform, Data & Integration / Weighting: 22%

Quality criterion - Name: Delivery & Non Functional / Weighting: 10%

Quality criterion - Name: Functional / Weighting: 21%

Quality criterion - Name: Security / Weighting: 5%

Quality criterion - Name: Support and Maintenance SLA's / Weighting: 5%

Quality criterion - Name: Sustainability / Weighting: 2%

Cost criterion - Name: Value for Money / Weighting: 5%

Cost criterion - Name: Price / Weighting: 30%

### **II.2.11) Information about options**

Options: Yes

Description of options

The contract has an initial 1 year term, plus the option to extend for up to an additional 48 months.

### **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 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.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 000-026569](#)

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## **Section V. Award of contract**

### **Title**

Bitesize Adaptive Learning

A contract/lot is awarded: Yes

## **V.2) Award of contract**

### **V.2.1) Date of conclusion of the contract**

11 November 2024

### **V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: No

### **V.2.3) Name and address of the contractor**

Adaptemy

Riverrun Offices

Dublin

D18W 9P8

Country

Ireland

NUTS code

- IE - Ireland

The contractor is an SME

Yes

### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £1,500,000

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## **Section VI. Complementary information**

### **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.4.2) Body responsible for mediation procedures**

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 Public Contracts Regulations 2015.