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Award

BBC Proms Media Selling

BBC (British Broadcasting Corporation)

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-056653

Procurement identifier (OCID): ocds-h6vhtk-05686d ([view related notices](#))

Published 15 September 2025, 3:50pm

Scope

Reference

PROC 2025 35 KW BBC Proms Media Selling

Description

The requirement is summarised below:-

The Supplier shall sell advertising space for the print projects detailed below, with expected page availabilities in parentheses:

- BBC Proms Guide (maximum 48pp + 2 covers)
- BBC Proms Programmes (advertising shell common to all programmes 48pp + 2 covers; per concert adverts up to 5pp per concert)
- BBC Symphony Orchestra Programme (4pp + 2pp covers)

Programmes are distributed at concert venues including the Royal Albert Hall and other venues across the UK; the Proms Guide is sold through major retailers including Amazon,

Blackwells, Bloomsbury, Royal Albert Hall, Waterstones, WH Smith and other independent bookstores. The Proms Guide is also sold in eBook and Epdf formats.

The anticipated print run for the 2026 Proms Guide is no more than 33,000 copies. Print runs for the Proms programmes vary for each concert;

The Supplier must also be able to adapt to the changing business model in the area of digital publications, selling in advertising space across digital formats and platforms as agreed with the BBC. The Supplier should be prepared for these ambitions to increase year on year and have the necessary resources in place to respond.

Contract 1. BBC Proms Media Selling

Supplier

- CPL One (Trading as Cabbells)

Contract value

- £360,000 excluding VAT
- £432,000 including VAT

Above the relevant threshold

Award decision date

15 September 2025

Date assessment summaries were sent to tenderers

15 September 2025

Standstill period

- End: 24 September 2025
- 8 working days

Earliest date the contract will be signed

26 September 2025

Contract dates (estimated)

- 1 October 2025 to 30 September 2028
- Possible extension to 30 September 2029
- 4 years

Description of possible extension:

The extension can be taken upon review at least 3 months prior to the expiry of the initial term

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services

Information about tenders

- 1 tender received
- 1 tender assessed in the final stage:
 - 1 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 0 suppliers unsuccessful (details included for contracts over £5 million)

Submission

Submission type

Tenders

Procedure

Procedure type

Competitive flexible procedure

Supplier

CPL One (Trading as Cabbells)

- Companies House: 03194247

CPL One, 1 Cambridge Technopark, Newmarket Road

Cambridge

CB5 8PB

United Kingdom

Email: sarah.simpson@cplone.co.uk

Region: UKH12 - Cambridgeshire CC

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. BBC Proms Media Selling

Contracting authority

BBC (British Broadcasting Corporation)

- Public Procurement Organisation Number: PJRB-3233-GTQL

Broadcasting House, Portland Place

London

W1A 1AA

United Kingdom

Email: no_reply@bbc.co.uk

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

Region: UKI32 - Westminster

Organisation type: Public authority - sub-central government