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Tender

Audience Interactive Social Media Toolkit

BBC (British Broadcasting Corporation)

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-061771

Procurement identifier (OCID): ocds-h6vhtk-05a6f1 ([view related notices](#))

Published 2 October 2025, 2:31pm

Scope

Reference

PROC/2025/48

Description

The BBC currently relies on IMI Social to capture, route, and curate audience contributions from SMS, social media, and WhatsApp, integrating them into BBC production workflows. This enables various on-air applications, such as reading SMS messages on the radio, playing WhatsApp voice notes, and rendering audience data for on-screen graphics. The platform processes millions of messages each month across radio, podcasts, news, and TV.

Audience contributions via social media and SMS are a vital editorial component of live radio and TV programmes, often shaping content in real-time. Approximately 4,000 BBC users rely on the system to receive, moderate, and publish around four million messages per month.

To ensure continuity, the BBC is procuring a new web-based Social Audience Engagement Solution. A well-structured system will provide key benefits including

compliance, auditability, and adherence to governance models. Without it, there is a risk of operational gaps and non-compliance, potentially disrupting editorial workflows and impacting regulatory assurance.

Total value (estimated)

- £2,600,000 excluding VAT
- £3,120,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 16 February 2026 to 15 February 2029
- Possible extension to 15 February 2031
- 5 years

Description of possible extension:

Initial contract is for three (3) years with an option to extend for a further two (2) years.

Main procurement category

Services

CPV classifications

- 72212100 - Industry specific software development services
- 48510000 - Communication software package

- 48500000 - Communication and multimedia software package

Contract locations

- UK - United Kingdom

Participation

Legal and financial capacity conditions of participation

For full details of Conditions of Participation, please refer to the tender documentation.

Technical ability conditions of participation

For full Minimum Standards and/or conditions of participation, please refer to the tender documentation.

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

15 October 2025, 2:00pm

Submission type

Tenders

Tender submission deadline

31 October 2025, 2:00pm

Submission address and any special instructions

In order to take part in this tender, please take 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 Open to all Suppliers' link.

2.3 - Click on the relevant PQQ to access the content.

2.4 - Click the 'Express Interest' button at the top of the page. This will move the PQQ into your 'My PQQs 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

Details' box.

3. Responding to the tender:

3.1 - Click 'My Response' under PQQ Details', you can choose to 'Create Response' or to 'Decline to Respond' (please give a reason if declining).

3.2 - All RFI documentation can be found within the eTendering portal.

3.3 - Note the deadline for completion, and then follow the onscreen instructions to complete the PQQ.

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.

* * All questions relating to this tender should be submitted via the BBC's eSourcing portal at <https://bbc.bravosolution.co.uk> * *

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

26 January 2026

Award criteria

Name	Type	Weighting
Quality	Quality	60%
Cost	Cost	40%

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

Single stage process, with:

1. Initial submission of tender
2. Clarifications
3. Presentations

4. Best and final offer

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