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Contract

## NLPU TV Broadcast

The National Lottery Community Fund

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-062229

Procurement identifier (OCID): ocds-h6vhtk-059b9e ([view related notices](#))

Published 3 October 2025, 3:12pm

## Scope

## Reference

C0105

## Description

Three-part TV series / Sky History broadcast funded by the National Lottery Promotions Unit (NLPU). The series will explore the fundamental and life-changing impact that National Lottery funding has on heritage projects all over the country and the wider impact that has on good causes.

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## **Contract 1**

### **Supplier**

- 1ST LOOK LTD

### **Contract value**

- £300,000 excluding VAT
- £360,000 including VAT

Above the relevant threshold

### **Date signed**

1 October 2025

### **Contract dates**

- 1 October 2025 to 31 January 2026
- 4 months

### **Main procurement category**

Services

### **CPV classifications**

- 64228100 - Television broadcast transmission services

## **Justification for not setting key performance indicators**

Formal KPIs are not proportionate for this small / short project. Deliverables are the subject of payment milestones.

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## **Other information**

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Direct award

### **Direct award justification**

- Single supplier - unique work of art or performance
- Single supplier - intellectual property or exclusive rights

Contract will be for the creation/production of unique broadcast material. This will be the supplier's own work, and therefore hold intellectual property rights over the original idea/concept.

The justification for this under the Procurement Act 2023 is as follows;

SCHEDULE 2 - Exempted contracts;

## Broadcasting

Para 9 - A contract for the acquisition, development, production or co-production of material intended for broadcast (by any means) by a contracting authority to the general public.

Para 10 - A contract for the broadcast (by any means) by a contracting authority to the general public of material (including, for example, a programme or an advertisement) supplied by the supplier.

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## Supplier

### 1ST LOOK LTD

- Companies House: 03212619
- Public Procurement Organisation Number: PJPN-1993-VTZD

Celixir House Stratford Business & Technology Park

Stratford-Upon-Avon

CV37 7GZ

United Kingdom

Email: [lucy.middelboe@firstlooktv.co.uk](mailto:lucy.middelboe@firstlooktv.co.uk)

Website: <http://firstlooktv.co.uk>

Region: UKG13 - Warwickshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

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## Contracting authority

### **The National Lottery Community Fund**

- Public Procurement Organisation Number: PNLV-9975-CQQW

Apex House, 3 Embassy Drive

Birmingham

B15 1TR

United Kingdom

Email: [procurement@tnlcommunityfund.org.uk](mailto:procurement@tnlcommunityfund.org.uk)

Region: UKG31 - Birmingham

Organisation type: Public authority - central government