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Tender

Provision of Social Media Assets to BBC Radio and BBC Sounds

BBC (British Broadcasting Corporation)

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

Notice identifier: 2025/S 000-077854

Procurement identifier (OCID): ocids-h6vhtk-05e32a

Published 27 November 2025, 4:49pm

Changes to notice

This notice has been edited. The [previous version](#) is still available.

Change to Extension end date (estimated), the BBC miscalculated the original inputted value and have updated this to 2031 to reflect the full potential contract length.

Scope

Description

The BBC is looking for a supplier to provide social media assets for BBC Radio and BBC Sounds.

The Tender will be split into 2 lots as follows:

Lot 1 - Standard Provision of Social Media Assets

Lot 2 - Campaigns and Events

Tenderers are encouraged to bid for 1 or both lots.

Total value (estimated)

- £4,225,000 excluding VAT
- £5,070,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 2 March 2026 to 1 March 2027
- Possible extension to 1 March 2031
- 5 years

Description of possible extension:

The BBC will notify the supplier of the extension taking place and these will occur on a 1+1+1+1 basis. Total potential contract length is 5 years.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Lot constraints

Description of how multiple lots may be awarded:

A supplier could be awarded both contracts.

Lot 1. Social Media Assets - Standard Provision

Description

The BBC wishes to commission the Successful Tenderer to deliver ongoing support for BBC Sounds, Radio Networks and Music On Demand throughout the year. The Successful Tenderer will be required to create shortform image and video content at scale to help support the social feeds of the BBC's national radio networks and BBC Sounds. The BBC's priority social media platforms require an extensive supply of images, videos, animations, designs, memes and more to deliver reach and engagement. The BBC's objective is to engage audiences on social platforms to drive discovery of its content and services, and to build fandom for its priority content brands, including BBC Radio 1, 1Xtra, Radio 2, Radio 4 and BBC Sounds.

Lot value (estimated)

- £3,825,000 excluding VAT

- £4,590,000 including VAT

Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 2. Social Media Assets - Campaigns and Events

Description

The BBC wishes to commission the Successful Tenderer to deliver concentrated support for BBC Sounds, Radio Networks and

Music-On Demand across 6 (six) campaigns and events per year, plus ongoing support with Artist Syndication. The Successful Tenderer will be required to create shortform image and video content at scale to help support the social feeds of the BBC's national radio networks and BBC Sounds during key campaign moments, including Radio 1's Big Weekend, Radio 2 in the Park, Crossed Wires Festival, and more.

Lot value (estimated)

- £400,000 excluding VAT
- £480,000 including VAT

Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

Participation

Legal and financial capacity conditions of participation

Lot 1. Social Media Assets - Standard Provision

Lot 2. Social Media Assets - Campaigns and Events

Please see ITT Document and Jaggear e-sourcing tool.

Technical ability conditions of participation

Lot 1. Social Media Assets - Standard Provision

Lot 2. Social Media Assets - Campaigns and Events

Please see ITT Document and Jaggear e-sourcing tool.

Particular suitability

Lot 1. Social Media Assets - Standard Provision

Lot 2. Social Media Assets - Campaigns and Events

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

5 December 2025, 2:00pm

Submission type

Tenders

Tender submission deadline

15 December 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.

* * 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)

31 January 2026

Award criteria

Name	Description	Type
Conditions of Participation	PASS/FAIL qualification criteria	Quality
Technical Response & Presentation	60% Weighting	Quality
Commercial Response	40% Weighting	Price

Weighting description

Pass/Fail

Other information**Applicable trade agreements**

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

Invitation to Participate (Conditions of Participation and Minimum Standards), Technical and Commercial Response with minimum scores applied, Presentations.

Invitation to presentation stage is subject to Tenderers meeting the minimum score criteria as outlined within the ITT document.

Justification for not publishing a preliminary market engagement notice

No preliminary market engagement was completed. Internal engagement was conducted for the benefit of developing the scope.

Contracting authority

BBC (British Broadcasting Corporation)

- Public Procurement Organisation Number: PJRB-3233-GTQL

Broadcasting House, Portland Place

London

W1A 1AA

United Kingdom

Contact name: Jenna Hambett

Email: no_reply@bbc.co.uk

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

Region: UKI32 - Westminster

Organisation type: Public authority - sub-central government