

Local
BBC Radio

BBC Local Radio Station Sound Invitation to Tender

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SECTION A: OPPORTUNITY

Invitation to Tender: BBC Local Radio Station Sound

Commissioning Owner	Rik Martin
Tender Manager	Simon Wake
Title	BBC Local radio station sound
Network	BBC Local Radio (40 stations across the network)
Genre	Music Composition and Production
Package	The package will total 20 themes delivered over 5 years (as outlined later in the document) (production term)
Delivery	Start delivery of the first cuts by Spring 2026 for roll out on-air by Summer 2026
Contract and rights	The contract will be on an 'all rights' basis in perpetuity and exclusively to BBC. BBC Studios, on behalf of the BBC, will retain full publisher's share of music publishing rights with the composer retaining full writer's share (split 50% to composer: 50% to BBCS). There is no payment for demo delivery but all rights to demo material remain with the composer and no material will be used by the BBC unless commissioned. The supplier must ensure the work doesn't contain any non-cleared samples and is all original composition.
Term	The production term is 5 years. The BBC may extend this period subject to agreement, upon similar terms.

IMPORTANT POINTS TO NOTE

- This opportunity is open only to registered suppliers of BBC which pass our minimum standards as outlined in Section C of this document.
- This is a 1-stage tender process: full proposal and award. More information on BBC Radio's tender process can be found [here](#).
- Proposals must be submitted via Bravo/Jaegger (itt_32185 - BBC Local Radio Station Sound) before the deadline on **31 October 2025**.
- TUPE will not apply in this tender.
- Submissions from supplier partnerships are welcome. In the case of a partnership, one registered supplier must be designated as the lead partner.
- The BBC reserves the right at any time prior to award of a tender, and without incurring any liability to the affected suppliers, to accept or reject any proposal, or to annul the tender process, rejecting all proposals. All costs incurred directly or indirectly in responding to this brief will be borne solely by the producers.
- Following the completion of the tender process, all short-listed bidders must commit to keeping their proposals available for commission for a period of 90 days.

- The supplier warrants that the concepts and ideas submitted as part of the proposal (in whole or in part) do not infringe any third parties' rights and agrees to indemnify the BBC against any and all claims resulting from the use of these concepts and ideas.
- The BBC reserves the right to perform any appropriate due diligence (including but not limited to health and safety assessments and/or or financial due diligence) at any stage of the tender process prior to the award of a final contract to a producer. The producer will provide all assistance required in order to achieve this.

EDITORIAL OPPORTUNITY

The BBC Local Radio network of 40 stations has a unique challenge to be local in each Transmission Area (aka TSA) but also share a network sound. Each station name needs to take pride of place in the station imaging from BBC Essex to BBC Hereford and Worcester.

We aim to provide “radio with character”. Every station on the Local Radio Network should offer compelling speech, great stories, local sport and news and listener interaction – all combined with a great music mix from the 60s to the present day.

Local Radio is there to “own the local conversation” we share the joy and pain of our listeners when major events happen, we champion the regions we serve, hold decision makers to account when things go wrong and celebrate sporting successes.

We are looking for a company with a significant and proven track record of composition, production and delivery of imaging to a large network of stations.

We want the station sound package to be contemporary, memorable, bold and evoke an emotional connection with our audience. We require the use of a sonic logo which would be repeated in all themes. We want it to be ambitious and to work equally well with music and speech in keeping with our 60/40 speech/music brief.

It is crucial that the production can be easily and quickly adapted for each station, and we want it to sound clean and contemporary.

We would welcome a pitch from your company by 31 October 2025.

We would expect delivery of the first cuts by Spring 2026 ready for rollout across all 40 stations in Summer 2026.

The following briefing is very detailed. To give your company the best chance of success we would encourage you to read it in full, listen to some of our stations from big city services such as London, Newcastle and Manchester to mixed rural and city stations such as Coventry & Warwickshire, Stoke and Sussex and Surrey to successful stations serving more rural communities such as York, Somerset and Norfolk.

The Creative Challenge

The creative challenge is to produce a distinctive station sound package that feels contemporary and is flexible enough to work across 40 stations whether we're celebrating local successes, sharing emotional stories or playing great music.

The package needs to be recognisable and consistent and work for all programmes on all stations across the British Isles.

Local BBC Radio is a modern, fast paced radio network, passionately telling local stories to an engaged audience. It's radio with character.

Our audience consumes Breakfast TV, Radio 2, Heart, Smooth, Virgin, 5 Live, Radio 4's Today, ITV and a whole plethora of other media outlets. Our purpose has not changed – whilst our audience wants us to increase our pace and feel-good factor, we have a clear public purpose which is rooted in news and information. Our audience is likely to be slightly older than CHR / AC stations (45+) however we know this audience still expects a clean and contemporary sound from their radio.

Our stations feature a mix of music and speech. Audio imaging therefore plays a crucial role in creating a sense of flow, punctuation and transition, as well as the more obvious role of branding the station's identity. Some cuts will lead into music; others will link speech segments. In every event we want IDs to encourage flow and forward momentum.

DELIVERABLES AND TECHNICAL REQUIREMENTS

The Sound Imaging Deliverables

We wish to make the production process as collaborative as possible and would expect a degree of appropriate flexibility from all parties. This will be necessary due to the demands of working with 40 radio stations operating in different markets.

This is a network package and we're expecting all cuts to work for all stations – they need to be the same duration for shared programming even though station names may be different lengths (e.g. BBC Essex and BBC Radio Cambridgeshire).

The package must be broad enough, with alternative mixes and built-in flexibility to provide the necessary cuts for all radio stations.

Deliverable	Description
Number of cuts and timetable for delivery	<p>The package will total 20 themes including refreshes delivered over 5 years:</p> <ul style="list-style-type: none"> 8 – 10 Themes for launch including News, One Utilities theme that would work for weather & travel, Sport and 2 themes for Breakfast shows. (Rise 'n' Shine / upbeat/positive theme and Current Affairs Theme) - all containing sonic logo (see below). We'd also like themes that create different moods such as Feel Good, Celebratory, Reflective and Serious. All containing the sonic logo (see below). These could be used to set the scene when talking about different stories from celebrating success such as Bradford City of Culture to reacting to major news events such as floods.

Deliverable	Description
	<ul style="list-style-type: none"> The remaining themes to be delivered, as and when required, to refresh and evolve the sound of local radio over the next 5 years.
Type of cuts.	<p>Themes will be agreed at commissioning stage but likely to be inspired by music style of local radio core, influenced by programme requirements (e.g. Breakfast, Sport) or by Mood (Feel Good, Celebratory, Reflective, Serious etc.)</p> <p>We'd expect for each theme:</p> <p>Cut 1: "Shotgun" to include Positioning Line(s) Station name with sonic logo at beginning or end. Approx 10-15 seconds</p> <p>Cut 2: 3-minute full bed incorporating the sonic logo (see below).</p> <p>Cut 3: Sting / Hyper. – Sonic logo and station name. Approx 5-10 seconds</p> <p>Cut 4: (Optional) We'd welcome your ideas on a fourth cut for each theme that would give variety to production.</p> <p>Some cuts will be commissioned at different durations / varied arrangement:</p> <ul style="list-style-type: none"> News build (Top of Hour 20 seconds max and shorter version for headlines 10 seconds max). Each with a loopable bed that is detachable. Utility Cut – logo start with bed to use for both travel & weather bulletins for up to Approx 2-minute Duration. Also, no logo start – bed only and Logo only stab. (One theme should work for Weather and Travel). Sport beds often run at length so, need to sustain interest with a variety of musical breaks Approx 3-minute duration. The theme should have a full energy mix for sports commentary etc. and a lighter alt mix for phone in, cricket etc.
Alt Mixes	<p>All themes will be deliverable in at least 2 significantly different mixes (for instance using overdubs, rather than being a simple sub-mix). The requirements for each mix will vary according to the nature of the track and its use on air. (see Sport example given above)</p> <p>All elements of themes, such as sonic logo (see below), sound design, drone etc. to be made available separately for production purposes.</p>
Sonic Logo	<p>The successful package will incorporate a wholly original and memorable sonic logo which is instantly uplifting and warm. All tracks will reference this logo – some very explicitly (e.g. News), others more subtly.</p> <p>Our station names vary from BBC Essex to BBC Hereford & Worcester – they vary by length of placename and some do not include the word 'radio' in their title. We suggest, but not insist, that the logo is built</p>

Deliverable	Description
	around 'BBC' with a creative solution allowing space for stations to voice or sing the station name. This will form a crucial part of the pitching process.
Sound design	We need the final sessions or stems (including sound design elements in the clear) for mixing locally when producing custom imaging.
Sung vs un-sung	<p>Being contemporary and sounding fresh is paramount but we would encourage companies to be creative and think of how a sung / musical vocal could be incorporated into some of the mixes and enhance the sound – this may be as part of, or separate to, the sonic logo.</p> <p>We would like to hear evidence of a “sung station name” approach in the demo.</p> <p>Please note: Sung versions of cuts will be treated for commissioning purposes as an alternative mix and will not attract a separate commissioning fee.</p>

Roll-out

We would expect delivery of the first cuts by Spring 2026 ready for rollout across all 40 stations in Summer 2026.

We require the successful company to work in tandem with a central team of producers in Local Radio to potentially add local VO lines to all packages, so they are delivered to stations ready to go.

We anticipate having two standard VOs across the Network – while still leaving room for local VOs, where distinctive.

Technical

We are currently using Pro-Tools and would see this as our preferred Digital Audio Workspace with Waves Gold Bundle plug ins. This gives us the flexibility to go into sessions and add local VO etc.

Each session (all the elements of the production delivered in one file that can be opened and edited) should have final mastering and set up to output as 48K 16 Bit Stereo Wav File.

Each session should contain a track with processing for station voice overs.

We currently use Dropbox as our preferred distribution software.

OTHER REQUIREMENTS

Diversity and Inclusion

Diversity & Inclusion is a priority for ALL of us. We want BBC Radio & Music to be demonstrably the best organisation in the audio sector to work for and with; one which reflects the diversity of the UK; and where people feel welcomed, appreciated, respected, and can be themselves and produce their best work.

BBC Local is looking for new approaches to evolve listener engagement which will broaden the appeal of the show to new audiences. You will want to consider how your proposal aligns with our new D&I Commissioning Commitments – [here](#).

Compliance and BBC Editorial Guidelines

You will be required to deliver programmes that are in line with the [BBC's Editorial Guidelines](#) and be able to adapt to the BBC's changing editorial and business needs during the period of the commission.

Sustainability

The BBC is committed to informing and inspiring listeners about how they, as individuals, can take steps towards more sustainable living.

Your proposal should consider how the editorial and production methods contribute towards the BBC's Net Zero strategy – you can read about this [here](#).

Where appropriate, sustainability should be woven into the editorial – either implicitly or explicitly.

Production methods should demonstrate good practice – minimising negative environmental impacts (e.g. from energy, waste, travel) and, where possible, making a positive contribution.

For further information, please discuss sustainability with the Commissioning Editor and see our Radio Commissioning site [here](#).

SECTION B: THE TENDER PROCESS AND TIMETABLE

TENDER PROCESS

Suppliers will need to provide the following documentation and materials:

1) Minimum standards questionnaire

Suppliers will first need to fill in the questionnaire in Section C, which includes a set of minimum standards we would expect from all suppliers we contract with.

2) Written proposal

Suppliers will also have to submit a full written proposal (maximum of 10 x A4 pages, Calibri text size 11), responding to the requirements outlined in this document. This written proposal should outline their relevant experience, capacity and editorial ideas and capability (of high editorial and technical quality) on how they will develop and produce the package for the BBC.

We also require your suggested timeline for production and delivery.

3) Form of Tender

You will also need to submit a signed form of tender. By signing this form of tender, you will need to confirm that all sections of the ITT have been read, understood and accepted, warrant that the concepts and ideas submitted as part of the proposal (in whole or in part) do not infringe any third parties' rights and that you agree to indemnify the BBC against any and all claims resulting from the use of these concepts and ideas. You will also need to warrant that AI has not been used to create the composition provided in the demo and the package if awarded.

Please note that this form of tender is a pass/fail requirement and suppliers not willing to sign this will not be considered further.

4) Show-reel

To demonstrate your previous relevant experience, please provide a show-reel of 2 to 3 tracks of previous work which you feel best demonstrates the range of your repertoire.

5) Demo

To demonstrate capability, we require suppliers produce a demo including:

- One theme bed delivered with shotgun and hyper (durations outlined elsewhere in this document).
- A second theme with at least 2 cuts variations (durations outlined elsewhere in this document).
- News build and bed (durations outlined elsewhere in this document).
- Two cuts with example sings for "BBC Radio Tees" and "BBC Hereford and Worcester"
- Your sonic logo proposal should be very evident.

We appreciate this will be a demo and are looking forward to hearing suppliers' ideas and approach and not expecting the finished article.

Evaluation

We will first evaluate suppliers' response against the minimum standards outlined in Section C. Those suppliers which pass this will then have their full proposals evaluated as below.

We will evaluate suppliers' written proposals, show-reels and demos against the assessment criteria in Section D by assessing how well they meet our requirements. Proposals will be scored on a scale of 1 to 10 with 1 being the lowest and 10 the highest, taking account of the criteria weightings.

Award

The BBC will look to award the tender to the supplier scoring highest against our criteria. At this point the BBC will also make an offer to the supplier depending on the contributions required to provide the deliverables. If an agreement cannot be reached, then the BBC reserves the right to award the tender to the next highest ranked supplier.

Clarifications

All queries in connection to this process that suppliers wish to raise prior to submitting their response should be submitted via the Bravo/Jaggaer portal no later than 2 working days before the deadlines for submissions. If you have any questions about the portal, please email [Competitive Tendering](#).

In the interest of fair competition, anonymised questions and responses may be circulated to all suppliers, where the BBC considers it is appropriate to do so.

At any stage of the process, it may be necessary to seek clarifications from suppliers. Answers to these clarifications will be factored into the evaluation process as appropriate.

TENDER TIMETABLE

Activity	Deadline
Invitation to Tender published	1 August 25
Producers return proposals (including demos and showreels)	31 October 2025
Award	17 November 2025

SECTION C: MINIMUM STANDARDS

Assessment criteria	Yes/No
1. Are you a limited company: Public Limited Company, Private Limited Company or other (if latter please provide details)? Any other types of organisations will not be considered.	
2. Are you an existing registered BBC supplier or if not are you willing to register?	
3. Does your organisation have policies in place for Safeguarding, Business Continuity, Equal Opportunities, Respect at Work, Bribery Act, Bullying and Harassment (incl whistleblowing), Health & Safety, Diversity and Inclusion?	
4. If the answer to any of the policies above is No, are you willing to put these in place by the time of the award	
5. Can you demonstrate a commitment to diversity and inclusion?	
6. Can you demonstrate a commitment to sustainability?	
7. Are there are any actual or potential conflicts of interest arising as a consequence of this submission? If yes, please elaborate	
8. Do you have (or are willing to put in place) insurance for employer's liability (minimum level of £5m per occurrence), public liability (minimum level of £1m per occurrence)?	
9. Will you pay the Real Living Wage in the production of the programme?	
10. Are all workers on the production aged 18 years or over?	
11. In the past 5 years, in the United Kingdom, Republic of Ireland or elsewhere, has your organisation (or any of your directors) been subject to insolvency or bankruptcy procedures?	
12. Are you able to work within the timelines set out in this document?	

SECTION D: ASSESSMENT CRITERIA

Assessment criteria	Weighting	Tender material
Experience <ul style="list-style-type: none"> Your proven track record in delivering a project of this scale and complexity. 	20%	Written response Show reel
Editorial proposal and Capability <ul style="list-style-type: none"> Your ability to create a fresh, contemporary, station sound for BBC Local Radio. Your ability to produce imaging that will work brilliantly with both music and speech Your ability to deliver high-quality, contemporary production values. We are looking for a richly produced, quality, authentic sound. Your ability to deliver a package that demonstrates enough range to be relevant to the entire local radio network. Your ability as shown in the demo to understand local radio and deliver the tonal values we are trying to achieve. Your ability to respond to BBC's other priorities such as Diversity & Inclusion, Compliance, Sustainability. 	60%	Written proposal <i>(max 20 x A4 pages, Calibri 11pt)</i> Demo
Capacity and logistics <ul style="list-style-type: none"> Your company's capacity to manage this contract logistically. 	20%	Written Proposal (to include timeline for production and delivery)