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Contract

Waiver - BSMHT - Socialike Media Ltd T/A Springboard - BSOL MHPC Management

Birmingham & Solihull Mental Health Foundation Trust

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

Notice identifier: 2026/S 000-010867

Procurement identifier (OCID): ocds-h6vhtk-0649e2

Published 6 February 2026, 11:34am

Scope

Description

This service relates to the advertising campaign for BSOL MHPC Management by Socialike Media Ltd T/A Springboard

Contract 1. Waiver - BSMHT - Socialike Media Ltd T/A Springboard - BSOL MHPC Management

Supplier

- Sociallike Media Ltd T/A Springboard

Contract value

- £12,000 excluding VAT
- £14,400 including VAT

Below the relevant threshold

Date signed

23 October 2025

Contract dates

- 29 December 2025 to 28 December 2026
- 1 year

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services

Procedure

Procedure type

Below threshold - without competition

Supplier

Socialike Media Ltd T/A Springboard

20/24 Mathew Street Liverpool England L2 6RE

Liverpool

L2 6RE

United Kingdom

Email: mail@socialike.net

Region: UKD72 - Liverpool

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): Yes

Contract 1. Waiver - BSMHT - Socialike Media Ltd T/A Springboard - BSOL MHPC Management

Contracting authority

Birmingham & Solihull Mental Health Foundation Trust

- Public Procurement Organisation Number: PTMC-2127-TPCV

Unit 1, B1 50 Summer Hill Road

Birmingham

B1 3RB

United Kingdom

Contact name: Melisa Charles-Agwu

Email: bsolcategoryteams@uhb.nhs.uk

Website: <https://www.bsmhft.nhs.uk>

Region: UKG31 - Birmingham

Organisation type: Public authority - central government

Other organisation

These organisations are carrying out the procurement, or part of it, on behalf of the contracting authorities.

University Hospitals Birmingham NHS Foundation Trust

Summary of their role in this procurement: University Hospitals Birmingham NHS Foundation Trust host the Birmingham and Solihull (BSOL) Procurement Collaborative, a shared procurement service acting on behalf of multiple Trusts within the Birmingham and Solihull integrated care System.

- Public Procurement Organisation Number: PWVL-6877-BXXV

Mindelsohn Way

Birmingham

B15 2WB

United Kingdom

Contact name: Melisa Charles-Agwu

Email: bsolcategoryteams@uhb.nhs.uk

Website: <https://www.uhb.nhs.uk/>

Region: UKG31 - Birmingham

Contact organisation

Contact Birmingham & Solihull Mental Health Foundation Trust for any enquiries.