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Contract

## **Fairy Tales Exhibition AV Software Appointment**

British Library

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

Notice identifier: 2025/S 000-013871

Procurement identifier (OCID): ocids-h6vhtk-04ff62

Published 9 April 2025, 10:38am

### **Scope**

### **Reference**

002576

### **Description**

The British Library is appointing an AV contractor to join the team to produce five AV pieces for the Fairy Tales exhibition.

The AV contractor will be expected to collaborate with the appointed 3D design team and AV hardware contractor to ensure seamless co-ordination. This will be by e-mail, video call, telephone call or in person meetings and managed by the British Library team.

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## Contract 1. Fairy Tales Exhibition AV Software Appointment

### Supplier

- [Clay Interactive Limited](#)

### Contract value

- £39,985 excluding VAT
- £47,982 including VAT

Below the relevant threshold

### Date signed

30 March 2025

### Contract dates

- 31 March 2025 to 1 April 2026
- 1 year, 2 days

### Main procurement category

Services

### CPV classifications

- 72230000 - Custom software development services

- 72260000 - Software-related services

## **Contract locations**

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

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## **Procedure**

### **Procedure type**

Below threshold - limited competition

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## **Supplier**

**Clay Interactive Limited**

5 The Gantry, 1 Waterden Road

London

E15 2HB

United Kingdom

Email: [info@clayinteractive.co.uk](mailto:info@clayinteractive.co.uk)

Region: UKI41 - Hackney and Newham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Fairy Tales Exhibition AV Software Appointment

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## Contracting authority

### **British Library**

- Public Procurement Organisation Number: PCXZ-9362-XQJM

96 Euston Road

London

NW1 2DB

United Kingdom

Email: [procurement@bl.uk](mailto:procurement@bl.uk)

Region: UKI31 - Camden and City of London

Organisation type: Public authority - central government