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Contract

Social Media Management Software

Borough of Telford & Wrekin

F03: Contract award notice

Notice identifier: 2025/S 000-024337

Procurement identifier (OCID): ocds-h6vhtk-051c22

Published 21 May 2025, 5:52pm

Section I: Contracting authority

I.1) Name and addresses

Borough of Telford & Wrekin

Darby House, Telford Town Centre, Lawn Central,

Telford, Shropshire

TF34JA

Contact

Rachel Perry

Email

rachel.perry@telford.gov.uk

Country

United Kingdom

Region code

UKG21 - Telford and Wrekin

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

www.telford.gov.uk

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Social Media Management Software

II.1.2) Main CPV code

- 72000000 - IT services: consulting, software development, Internet and support

II.1.3) Type of contract

Services

II.1.4) Short description

A platform that manages digital conversations. From Marketing, to Customer Service and Live Chat to manage and measure the digital customer experience.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £45,000

II.2) Description

II.2.2) Additional CPV code(s)

- 48517000 - IT software package

II.2.3) Place of performance

NUTS codes

- 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)

II.2.4) Description of the procurement

A platform that manages digital conversations. From Marketing, to Customer Service and Live Chat to manage and measure the digital customer experience.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

12 month extension available

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

G Cloud 14 used.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 March 2025

V.2.2) Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Orlo

Birmingham

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Companies House

08237170

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £45,000

Total value of the contract/lot: £45,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Telford and Wrekin Council

Telford

Country

United Kingdom