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Contract

Digital Advertising and Website management services

British Library

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

Notice identifier: 2025/S 000-028485

Procurement identifier (OCID): ocids-h6vhtk-0528e7

Published 29 May 2025, 2:37pm

Scope

Reference

002610

Description

Digital Advertising and Website management services in order to sufficiently market the British Library shop and retail offerings.

Website/SEO/Retainer

Marketing

Contract 1

Supplier

- Williams Commerce

Contract value

- £46,000 excluding VAT
- £55,200 including VAT

Below the relevant threshold

Date signed

1 April 2025

Contract dates

- 29 May 2025 to 31 December 2025
- 7 months, 3 days

Main procurement category

Services

CPV classifications

- 72212481 - Sales or marketing software development services

Contract locations

- UK - United Kingdom

Procedure

Procedure type

Below threshold - unknown

Supplier

Williams Commerce

12-16 Blenheim Grove

London

SE15 4QL

United Kingdom

Email: Miruna@williamscommerce.com

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

British Library

- Public Procurement Organisation Number: PCXZ-9362-XQJM

96 Euston Road

London

NW1 2DB

United Kingdom

Email: kathryn.taylor@bl.uk

Region: UKI31 - Camden and City of London

Organisation type: Public authority - central government