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Contract

BT1802 - Online Presence & Social Media Marketing Business Support

Luton Council

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

Notice identifier: 2025/S 000-040673

Procurement identifier (OCID): ocds-h6vhtk-0560b0

Published 16 July 2025, 8:13pm

Scope

Reference

DN770083

Description

Luton Council require a programme of support for businesses that will help them engage with the local community and costumers online. Businesses should continually engage with their customers to drive footfall and spending in store, as well as supporting online sales. Many Luton businesses are failing to have any significant online presence or in some cases any presence at all.

This programme will be designed to support businesses to get online and then to help grow their business through effective use of online tools and resources.

Contract 1. Provision of Online Presence & Social Media Marketing Business Support - BT1802

Supplier

- [Let's Do Marketing Limited - Part of Let's Do Business \(South East\) Group Ltd](#)

Contract value

- £34,500 excluding VAT
- £41,400 including VAT

Below the relevant threshold

Date signed

3 June 2025

Contract dates

- 4 June 2025 to 3 April 2026
- Possible extension to 3 October 2026
- 1 year, 4 months

Description of possible extension:

Option to extend for Six (6) Months

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKH21 - Luton

Procedure

Procedure type

Below threshold - limited competition

Supplier

Let's Do Marketing Limited - Part of Let's Do Business (South East) Group Ltd

- Companies House: 14640948

The Palace Workspace, 1-3 Robertson Street

Hastings

TN34 1HN

United Kingdom

Telephone: 07900570600

Email: stacey.pretty@ldbgroup.co.uk

Region: UKJ22 - East Sussex CC

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Provision of Online Presence & Social Media Marketing Business Support - BT1802

Contracting authority

Luton Council

- Public Procurement Organisation Number: PWCV-4283-GVPW

Town Hall

Luton

LU1 2BQ

United Kingdom

Contact name: Jennifer Simpson

Email: procurement@luton.gov.uk

Website: <http://www.luton.gov.uk>

Region: UKH21 - Luton

Organisation type: Public authority - sub-central government