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Contract

## **CSP25498 - Advertising**

UK Research and Innovation

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

Notice identifier: 2025/S 000-067344

Procurement identifier (OCID): ocds-h6vhtk-05d147

Published 22 October 2025, 9:49am

### **Scope**

### **Reference**

CSP25498

### **Description**

\*\*\*\*\* THIS IS A CONTRACT DETAILS NOTICE, NOT A CALL FOR COMPETITION \*\*\*\*\*

This procurement is being concluded following a limited competition procurement exercise.

Details notice for meta campaign media activation credit.

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## **Contract 1**

### **Supplier**

- FIFTY TECHNOLOGY LIMITED

### **Contract value**

- £35,000 excluding VAT
- £35,000 including VAT

Below the relevant threshold

### **Date signed**

17 October 2025

### **Contract dates**

- 5 November 2025 to 3 December 2025
- 29 days

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services

## Contract locations

- UK - United Kingdom

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## Procedure

### Procedure type

Below threshold - limited competition

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## Supplier

### **FIFTY TECHNOLOGY LIMITED**

- Companies House: 09476244
- Public Procurement Organisation Number: PGGR-7132-WLCV

Fifth Floor, 24 Hanover Square

London

W1S 1JD

United Kingdom

Email: [FINANCE@fifty.io](mailto:FINANCE@fifty.io)

Website: <http://fifty.io>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## **Contracting authority**

### **UK Research and Innovation**

- Public Procurement Organisation Number: PDQJ-7126-JDHG

Polaris House, North Star Avenue

Swindon

SN2 1FL

United Kingdom

Email: [commercial@ukri.org](mailto:commercial@ukri.org)

Region: UKK14 - Swindon

Organisation type: Public authority - central government

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## **Other organisation**

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

## **UK Shared Business Services Ltd**

Summary of their role in this procurement: Shared Service Provider

- Public Procurement Organisation Number: PMPN-7535-GNTG

Polaris House, North Star Avenue

Swindon

SN2 1FF

United Kingdom

Email: [coreservices@uksbs.co.uk](mailto:coreservices@uksbs.co.uk)

Region: UKK14 - Swindon

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## **Contact organisation**

Contact UK Shared Business Services Ltd for any enquiries.