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Contract

PR ad Communication Services

Bolton at Home Limited

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

Notice identifier: 2025/S 000-074960

Procurement identifier (OCID): ocds-h6vhtk-05e3c3

Published 18 November 2025, 4:59pm

Scope

Reference

DN763342

Description

Bolton at Home are looking to procure a PR agency to provide us with a media office function. This will include handling media enquiries, liaising with us on responses, drafting press releases, and offering strategic PR advice to help manage our external reputation. The agency should have experience in media relations, familiarity with the social housing sector, and the ability to provide timely advice and well-crafted responses to media interest.

In addition to reactive media handling, we may also require proactive support in identifying opportunities for positive media coverage and advising on key messaging for our broad range of communication activities. The agency will work closely with our in-house Communications Team to ensure a consistent and professional approach to public relations.

Contract 1. PR and Communication Services

Supplier

- Freshfield PR Limited

Contract value

- £79,200 excluding VAT
- £95,040 including VAT

Below the relevant threshold

Date signed

18 November 2025

Contract dates

- 1 January 2026 to 31 December 2028
- 3 years

Main procurement category

Services

Options

The right to additional purchases while the contract is valid.

There is the option to undertake additional / special project work at an hourly rate if the retainer amount is exceeded.

CPV classifications

- 79416000 - Public relations services

Contract locations

- UKD3 - Greater Manchester

Procedure

Procedure type

Below threshold - limited competition

Supplier

Freshfield PR Limited

25a Winckley Square

Preston

PR1 3JJ

United Kingdom

Email: andrew@freshfield.com

Region: UKD45 - Mid Lancashire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. PR and Communication Services

Contracting authority

Bolton at Home Limited

- Public Procurement Organisation Number: PDTR-4343-BXDQ

98 Waters Meeting Road

Bolton

BL1 8SW

United Kingdom

Contact name: Julie Gustard

Telephone: +4401204328000

Email: procurementhub@boltonathome.org.uk

Website: <http://www.boltonathome.org.uk>

Region: UKD36 - Greater Manchester North West

Organisation type: Public authority - sub-central government