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Award

Media Planning and Buying

Police & Crime Commissioner for Merseyside & Chief Constable for Merseyside

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Notice identifier: 2025/S 000-075079

Procurement identifier (OCID): ocids-h6vhtk-05e403

Published 19 November 2025, 10:28am

Scope

Reference

PCC/PD/845

Description

Media Campaigns - Media Planning and Buying

Contract 1. Media Planning and Buying

Supplier

- SOCIALIKE MEDIA LTD

Contract value

- £80,745 excluding VAT
- £96,894 including VAT

Below the relevant threshold

Earliest date the contract will be signed

19 November 2025

Contract dates (estimated)

- 19 November 2025 to 31 December 2025
- 1 month, 12 days

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services

Contract locations

- 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)

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Procedure

Procedure type

Below threshold - without competition

Supplier

SOCIALIKE MEDIA LTD

- Companies House: 12089041

20/24 Mathew Street

Liverpool

L2 6RE

United Kingdom

Email: david@springboardda.com

Website: <https://springboardda.com/>

Region: UKD72 - Liverpool

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Media Planning and Buying

Contracting authority

Police & Crime Commissioner for Merseyside & Chief Constable for Merseyside

- Public Procurement Organisation Number: PBLY-7223-BPGL

Merseyside Police Headquarters

Liverpool

L3 3AN

United Kingdom

Email: procurement@merseyside.police.uk

Website: <https://www.merseysidepcc.info/>

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government