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Contract

## **Social Media Moderation Tool**

Transport for London

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

Notice identifier: 2025/S 000-084001

Procurement identifier (OCID): ocds-h6vhtk-05f835

Published 17 December 2025, 4:01pm

### **Scope**

### **Description**

Transport for London's comment moderation tool requirement is for software to manage user-generated comments on social media platforms, ensuring they adhere to specific guidelines and community standards. The tool will be used by TfL's digital engagement team to help prevent spam, filter out offensive content, and maintain a positive online environment.

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## **Contract 1. Social Media Comment Moderation Tool**

### **Supplier**

- BrandBastion

### **Contract value**

- £49,500 excluding VAT
- £59,400 including VAT

Below the relevant threshold

### **Date signed**

24 July 2025

### **Contract dates**

- 24 July 2025 to 23 July 2027
- Possible extension to 23 July 2028
- 3 years

Description of possible extension:

1 Year optional extension.

### **Main procurement category**

Services

### **CPV classifications**

- 72000000 - IT services: consulting, software development, Internet and support

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## Procedure

### Procedure type

Below threshold - limited competition

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## Supplier

### BrandBastion

Eteläesplanadi 2

Helsinki

00130

Finland

Email: [help@brandbastion.com](mailto:help@brandbastion.com)

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Social Media Comment Moderation Tool

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## Contracting authority

### Transport for London

- Public Procurement Organisation Number: PHMT-6197-NWNZ

5 Endeavour Square

London

E20 1JN

United Kingdom

Email: [BSFAribaAdministration@tfl.gov.uk](mailto:BSFAribaAdministration@tfl.gov.uk)

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - central government