

Decision Record



Date of Decision: 11 March 2026

Lead Officer: Shivam Vadher

Decision Record URN: EXE0007-26

Title: CONT0424 - Social Media Platform

Decision summary:

The current agreement with SocialSignin T/A Orlo is due to expire 31st March 2026. The Force conducted a direct award via a compliant route to market using the BlueLight Commercial Social Media Management Platform Framework (Reference: BLC-0189).

The award has been approved by Assistant Chief Officer – Finance and we are asking the Police Commissioner to sign the contract & to add his seal.

Decision Sought:

To be completed by Lead Officer

Procurement are requesting that the Police Commissioner signs the Social Media Platform call off contract and adds his seal. The initial contract period is for 24 months from 1st April 2026 – 31st March 2028, with 3 x 12 month optional extension periods until 31st March 2031. The overall contract value is at £398,223.00 excl VAT.

Supporting information

1) Background information

The Force intends to direct award to SocialSignin T/A Orlo via a compliant route to market under the BlueLight Commercial Social Media Management Platform Framework.

The framework is a single supplier framework, the Force intends to compliantly direct award to SocialSignin T/A Orlo with justification of continuity of supply and sole provider.

The Force have been using the Orlo Social Media Platform since 2022 and require the continuation of this system which allows force business areas who use social media to engage with the public and move between various digital channels, i.e. Twitter, LinkedIn, Facebook and Instagram.

In an environment where digital engagement continues to grow as a primary contact channel, Orlo supports the Force's ability to communicate quickly, consistently, and professionally with the public while maintaining compliance with legal, ethical, and operational requirements

The platform will be used for both inbound and outbound contact and engagement and shall enable the Force to:

- Facilitate social media as a public contact channel for the recording of crime and incidents, including emergencies, with the ability to fully audit all contact and activities and allow the export of data for criminal justice purposes.
- Publish content (both live and scheduled).
- Provide basic insight data into the external user including influence, key word, type of content, demographic information and location when available.

Orlo is an important platform for managing the Force's digital engagement, customer service workflow, and public-facing communication. It enables the organisation to meet operational, reputational, and statutory obligations in a safe, auditable, and efficient way.

Renewing Orlo ensures the Force can continue to manage growing volumes of public contact safely, efficiently, and in a compliant manner. Orlo provides a secure, centralised platform for publishing, monitoring, and responding across all social media channels, with full audit trails and role-based controls essential for policing. It reduces operational risk, improves response management, and supports consistent, professional communication. Renewal maintains continuity and avoids costly disruption.

2) Detail of additional information attached.

Please see attached approved recommendation.

3) Expected benefits.

We expect SocialSignin T/A Orlo to continue to provide the Social Media Platform.

4) Impact of not approving the application

If the renewal of the Orlo agreement is not approved, the Force would face immediate and significant disruption to how it manages public contact and communication across social media. Orlo currently provides the central, secure system for monitoring, triaging, and responding to public messages. Without it, teams would be forced back to using individual platform apps with no shared inbox, no tracking, and no audit trail. This creates a high risk of missed welfare concerns, crime-related information, and time-sensitive enquiries, and would significantly reduce our ability to provide timely, consistent communication.

Loss of Orlo would also remove the governance controls essential to policing. Native social media apps do not offer audit logs, permissions, approval workflows, or evidential record-keeping, leaving the Force exposed to operational, legal, and reputational risk. Staff would lose key technical functions including scheduling, campaign management, and centralised reporting.

Staff time would increase significantly due to manual handling across multiple apps, and any alternative product would require new integrations, security assessments, and additional training. Overall, the disruption and additional cost of not renewing Orlo far outweigh the cost of continuing the contract.

5) Financial implications (including any cost savings)

301 licences per annum at a cost of £264.60 per licence per annum. The total cost over a 5 year period is a value of £398,223.00 excl VAT.

6) Consultations (Details of any consultations that have been carried out or reason as to why no consultations has taken place):

We have used the BlueLight Commercial Social Media Management Platform Framework. BlueLight Commercial would have engaged in supplier engagement before awarding the contract.

7) Collaboration (is there an opportunity to collaborate with partners)_

There is no opportunity to collaborate.

8) Equality, Diversity & Human Rights implications

Not Applicable

9) Legal comments

There is no need for legal advice as Procurement are using a BlueLight Commercial Framework and call off contract documents.

10) Publication

To be completed

It is appropriate to publish this record of decision made by the Police and Crime Police and Crime Commissioner: **Yes**

It is appropriate to publish the contents of the supporting papers: **No**

It is appropriate to publish details of the decision by the Police and Crime Police and Crime Commissioner for Leicestershire: **Yes**

Reasons for any non-Publication (referencing appropriate legislation):

Commercially sensitive information – please redact the following information:

“301 licences per annum at a cost of £264.60 per licence per annum. The total cost over a 5 year period is a value of £398,223 excl VAT.

Information in this form is subject to the Freedom of Information Act 2000 (FOI Act) and other legislation. Unless the information provided is covered by an exemption and stated to be either confidential or partly confidential, the information contained in the form will be published on the OPCC website.

Chief Finance Officer:

Comments:

I have been consulted about the proposal and confirm that financial advice has been taken into account in the preparation of this report and assurances sought have been outlined within the report. I am satisfied that this is an appropriate request to be submitted to the Police and Crime Police and Crime Commissioner for Leicester, Leicestershire and Rutland.

Signature:

Name:

Date: 10/03/26

Chief Executive and Monitoring Officer:

Comments:

I have been consulted about the proposal and confirm that legal and equalities advice have been taken into account in the preparation of this report and assurances sought have been outlined in this report. I am satisfied that this is an appropriate request to be submitted to the Police and Crime Police and Crime Commissioner for Leicester, Leicestershire and Rutland.

Signature

Name

Date 11/03/26

Police and Crime Police and Crime Commissioner for Leicestershire:

Having received the advice set out above and reviewed relevant documentation my decision in regard of this matter is:

I confirm that my register of interests' declaration is up to date and that none of my interests preclude me from making this decision.

Signature:

Date:

Name of Police and Crime Commissioner: