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Tender

Social media management system

General Medical Council (GMC)

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-009025

Procurement identifier (OCID): ocds-h6vhtk-04ec3e ([view related notices](#))

Published 12 March 2025, 2:50pm

Scope

Reference

GMC2124

Description

The purpose of this tender is to procure a system that will help us from September 2025 with:

? scheduling, creating and publishing content on social media platforms

? carrying out social listening to help us better understand the experiences and perceptions of our audiences (by identifying conversations involving the GMC, our regulatory functions and services, as well as key issues in the healthcare environment which are affecting the needs and interests of our audiences)

? evaluating the performance of the social media content that we publish and analysing the conversations we discover through social listening to help us identify insights about our audiences and learning opportunities for our organisation.

Total value (estimated)

- £200,000 excluding VAT
- £250,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 30 June 2025 to 29 June 2028
- Possible extension to 29 June 2030
- 5 years

Description of possible extension:

Extensions to be awarded based on strategic decisions and supplier performance

Main procurement category

Services

CPV classifications

- 72400000 - Internet services

Contract locations

- UK - United Kingdom
-

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
 - Voluntary, community and social enterprises (VCSE)
-

Submission

Enquiry deadline

28 March 2025, 11:59pm

Tender submission deadline

9 April 2025, 12:00pm

Submission address and any special instructions

www.mytenders.co.uk

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

22 May 2025

Award criteria

Name	Description	Type	Weighting
System capability	System capability	Quality	45.50%
price	Price	Price	22.50%
Social Value	Social Value	Quality	10.00%
Account management	Account management	Quality	9.75%
Implementation proposal	Implementation proposal	Quality	9.75%
Terms and conditions	Terms and conditions	Quality	2.50%

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Documents

Associated tender documents

https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=592419

Invitation to Tender

https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=592421

Terms and Conditions

https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=592422

GMC Raising concerns policy

https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=592425

Annex A - Detailed requirements

https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=592502

Security Questionnaire

Contracting authority

General Medical Council (GMC)

- Charity Commission (England and Wales): 1089278

3 Hardman Street

Manchester

M3 3AW

United Kingdom

Contact name: Gordon Duffus

Email: gmctenders@gmc-uk.org

Website: <http://www.gmc-uk.org>

Region: UKD33 - Manchester

Organisation type: Public authority - sub-central government

