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Tender

Media Monitoring & Sentiment Analysis

Wales & West Utilities Limited

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

Notice identifier: 2025/S 000-012503

Procurement identifier (OCID): ocids-h6vhtk-04fbea

Published 2 April 2025, 12:50pm

Scope

Reference

WWU1327

Description

We need comprehensive media monitoring and social listening services, providing reputation and sentiment analysis to help us identify the most relevant commentary across the fullest range of media and social channels. Wherever Wales & West Utilities (WWU) is being mentioned, we need to know about it and we need to understand whether our audience is talking positively or negatively about us and where we stand among the noise.

We need access to real time information and clean data to help inform our communication campaigns, media engagement and stakeholder strategies. Data is vital to us in understanding the needs of our customers and monitoring customer feedback is integral to the work we do. Overall, we need a service that provides us with the information and data we need to get ahead of emerging trends across our industry and the energy sector as a whole.

Requirements:

- 24/7 multi-channel media monitoring covering broadcast, print media, online news, and social media across the UK
- Daily reports of the main media stories and mentions with links to original content, delivered to specified in-boxes each day, 7 days per week
- Real time news coverage and alerts for breaking news stories and conversations relevant to our business
- Monthly 'Executive-ready' reports, analysis and recommendations
- Integrated media licensing for digital access to original content, if possible
- Social listening to provide insights into stakeholder and customer sentiment about WWU to help inform business strategies and enhance customer service(unified customer management functionality)
- Access to day-to-day brand monitoring and analysis
- Ability to visualise complex data including charts and graphs
- User friendly and intuitive digital platform/dashboard for customisable self-analysis and for searching for relevant news items
- Assigned account manager to develop full appreciation of our business needs and to identify reputational risks and opportunities
- Integrated function to run tagged social media campaigns
- Ability to respond to comments and messages via the platform, as well as assign tasks and schedule social media and PR releases
- Multiple product licenses to engage colleagues across the business

Metrics and analysis:

- Volume of mentions and potential reach of mentions of WWU across multiple channels
- Share of voice per platform: Identifying where our brand is being mentioned to help us identify where we should focus our time and energy
- Sentiment analysis to understand how WWU is being perceived in discussions online,

broken down by key variables including social media platform

- Trends analysis: The most common topics associated with WWU
- Top publications: The publications that are talking about our brand the most
- Top location: Where our brand mentions are originating from
- Top influencers and journalists: Who mentions our brand, products and/or key stakeholders
- Industry benchmarking and comparisons across a range of metrics

Total value (estimated)

- £320,000 excluding VAT
- £384,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 1 November 2025 to 31 October 2029
- Possible extension to 31 October 2032
- 7 years

Description of possible extension:

The contract will be for a term of 4 years, with 3 extension options of 12 months each.

Main procurement category

Services

CPV classifications

- 72310000 - Data-processing services
- 79310000 - Market research services
- 79330000 - Statistical services
- 79340000 - Advertising and marketing services
- 92400000 - News-agency services

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

16 April 2025, 12:00pm

Tender submission deadline

30 April 2025, 12:00pm

Submission address and any special instructions

Suppliers not already registered in the Bravo system will also need to complete the Bravo registration process. To register in the Bravo system please proceed to the WWU procurement portal at the following web address and click "Register",
<https://sourcing4wwwu.bravosolution.co.uk/web/login.html>

For support during the registration process please visit the how to register section of the portal, or contact Bravo Solution through the following routes: Phone: 0800 0698630
Email: help@bravosolution.co.uk

Tenders may be submitted electronically

Yes

Award criteria

Questions will be awarded scores between 0 - 100 depending on the specific question and details of the scoring will be provided to the bidders with the ITT.

Scoring Weightings:

Technical will be awarded 50%. Stakeholder is currently working on the technical questions that will surround:

- Previous experience
- Account Management

- Implementation and exit plan strategy
- Capacity & capability to provide platform monitoring and social media listening trends

Commercial will be awarded 50%.

- This will be requested as a schedule of rates and fixed for the first 12 months of the contract
- Pricing will be scored as the lowest price being awarded 100% of the weighting for this section

No site visits will be required as this is an external software-based programme, and it does not need to interlink with any existing WWU software. However, we may consider inviting bidders to present their software. This yet to be confirmed and if it will be included in the scoring.

Procedure

Procedure type

Below threshold - open competition

Special regime

Utilities

Contracting authority

Wales & West Utilities Limited

- Companies House: 05046791
- Public Procurement Organisation Number: PMVL-3238-DQDX

Wales & West House

Newport

NP10 8FZ

United Kingdom

Contact name: Bec Jones

Email: bec.jones@wwutilities.co.uk

Region: UKL21 - Monmouthshire and Newport

Organisation type: Private utility