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Contract

Social Media Management Tool

West Yorkshire Combined Authority

F03: Contract award notice

Notice identifier: 2025/S 000-027762

Procurement identifier (OCID): ocids-h6vhtk-043b03

Published 27 May 2025, 2:02pm

Section I: Contracting authority

I.1) Name and addresses

West Yorkshire Combined Authority

Wellington House, 40-50 Wellington Street

Leeds

LS1 2DE

Email

commercialteam@westyorks-ca.gov.uk

Telephone

+44 01132517272

Country

United Kingdom

Region code

UKE4 - West Yorkshire

National registration number

8876556

Internet address(es)

Main address

<https://www.westyorks-ca.gov.uk>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/103257>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Social Media Management Tool

II.1.2) Main CPV code

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

II.1.3) Type of contract

Services

II.1.4) Short description

A Social Media Management solution to support CA's evolving needs in publishing, scheduling, community management and analytics across various social media platforms.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £78,645

II.2) Description

II.2.2) Additional CPV code(s)

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

II.2.3) Place of performance

NUTS codes

- UKE4 - West Yorkshire

II.2.4) Description of the procurement

A Social Media Management solution to support CA's evolving needs in publishing, scheduling, community management and analytics across various social media platforms.

II.2.5) Award criteria

Cost criterion - Name: Total cost / Weighting: 100%

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-037392](#)

Section V. Award of contract

Contract No

1

Title

Social Media Management Tool

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

4 April 2025

V.2.2) Information about tenders

Number of tenders received: 3

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

HOOTSUITE INC

Vancouver

V5T 4L1

Country

Canada

NUTS code

- CA - Canada

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £78,645

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

London

Country

United Kingdom