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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): ocds-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](mailto: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

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**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

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## 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](#)

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## 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

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court of England and Wales

London

Country

United Kingdom