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Award

Social Media Platform and Social Listening

THE UNIVERSITY OF CUMBRIA

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Notice identifier: 2025/S 000-036172

Procurement identifier (OCID): ocds-h6vhtk-055613 ([view related notices](#))

Published 30 June 2025, 3:16pm

Scope

Reference

DA26-07

Description

The University of Cumbria are seeking a supplier for the Provision of BCR Consumer Research and SMM (Social Media Monitoring), Web based software offering social media monitoring , listening and customer engagement solution.

Contract 1

Supplier

- RUNTIME COLLECTIVE LIMITED

Contract value

- £55,500 excluding VAT
- £66,600 including VAT

Below the relevant threshold

Earliest date the contract will be signed

30 June 2025

Contract dates (estimated)

- 30 June 2025 to 29 June 2028
- Possible extension to 29 June 2029
- 4 years

Description of possible extension:

1 x 12 month extension

Main procurement category

Goods

CPV classifications

- 48000000 - Software package and information systems

Contract locations

- UKD - North West (England)

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Procedure

Procedure type

Below threshold - without competition

Supplier

RUNTIME COLLECTIVE LIMITED

- Companies House: 03898053
- Public Procurement Organisation Number: PNJL-4139-CWNH

5 Churchill Place

London

E14 5HU

United Kingdom

Email: niall.grogan@brandwatch.com

Website: <http://www.brandwatch.com>

Region: UKI42 - Tower Hamlets

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

THE UNIVERSITY OF CUMBRIA

- Companies House: 06033238
- Public Procurement Organisation Number: PTMZ-6255-GYTY

Fusehill Street

Cumbria

CA1 2HH

United Kingdom

Email: procurementteam@cumbria.ac.uk

Region: UKD12 - East Cumbria

Organisation type: Public authority - sub-central government