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Contract

## Social Media Platform and Social Listening

THE UNIVERSITY OF CUMBRIA

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-036179

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

Published 30 June 2025, 3:23pm

## Scope

## Reference

DA26-07

## Description

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

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## **Contract 1**

### **Supplier**

- RUNTIME COLLECTIVE LIMITED

### **Contract value**

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

Below the relevant threshold

### **Date signed**

30 June 2025

### **Contract dates**

- 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)

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## **Procedure**

### **Procedure type**

Below threshold - without competition

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## **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](mailto: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

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## 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](mailto:procurementteam@cumbria.ac.uk)

Region: UKD12 - East Cumbria

Organisation type: Public authority - sub-central government