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Contract

Provision of Media Monitoring Services for the Northern Ireland Assembly Commission

Northern Ireland Assembly Commission

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

Notice identifier: 2025/S 000-036815

Procurement identifier (OCID): ocds-h6vhtk-05579d

Published 2 July 2025, 2:05pm

Scope

Description

The Assembly Commission requires a media monitoring service to track public and media sentiment, monitor the impact of legislative and policy decisions, and stay informed about relevant discussions in the media. This service is essential for the Commission's communications and engagement strategies.

The service will allow the Assembly Commission to know what is being reported about its work, any issues relating to Members of the Legislative Assembly (Members), the Assembly Commission and the Secretariat, as well as informing committees about issues that they are working on.

The Assembly Commission is seeking to appoint a supplier of media monitoring services to support the Assembly's communication, reputation management and stakeholder engagement activities.

The service will enable timely access to relevant media coverage, ensuring the organisation is informed of issues affecting its operations, stakeholders and wider public perception.

Wider 'sentiment monitoring' is also required in terms of assessing the public mood, providing updates on developing stories of interest, 'horizon scanning' and reputation management.

The tenderer should include in their submission a demonstrable understanding of the Northern Ireland political context, nuance of terminology and the very local Northern Ireland regional newspaper market.

The contract will be for a period of 48 months. At the end of this period, a new tender competition will be conducted to select a provider for the next contract term.

Scope of media coverage to be provided:

Print Media: Irish and UK national newspapers; NI regional and weekly newspapers and NI-based magazines.

Online Media: News websites, blogs, and other digital publications.

Broadcast Media: Radio and television coverage from relevant stations.

Social Media: Monitoring of relevant social media platforms to include X, Facebook, LinkedIn, YouTube, Instagram, relevant blogposts and emerging platforms.

The service must cover media from across Northern Ireland, Ireland, the rest of the UK and relevant international sources.

To view this notice, please click here:

<https://niassembly.delta-esourcing.com/delta/viewNotice.html?noticeId=963136934>

Contract 1

Supplier

- [NIMMS](#)

Contract value

- £34,447 excluding VAT
- £41,336.40 including VAT

Below the relevant threshold

Date signed

2 July 2025

Contract dates

- 3 July 2025 to 1 July 2029
- 3 years, 11 months, 30 days

Main procurement category

Services

CPV classifications

- 22200000 - Newspapers, journals, periodicals and magazines

- 22210000 - Newspapers
- 71700000 - Monitoring and control services
- 72221000 - Business analysis consultancy services
- 79310000 - Market research services
- 79342000 - Marketing services
- 92400000 - News-agency services

Contract locations

- UKN06 - Belfast

Procedure

Procedure type

Below threshold - limited competition

Supplier

NIMMS

Old Throne Hospital, Unit 4

Belfast

BT36 7EN

United Kingdom

Email: mediateam@NIMMS.co.uk

Region: UKN06 - Belfast

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

Northern Ireland Assembly Commission

- Public Procurement Organisation Number: PYCW-9139-GQXZ

Northern Ireland Assembly, Parliament Buildings, Stormont

Belfast

BT4 3XX

United Kingdom

Contact name: Procurement Team

Email: procurement@niassembly.gov.uk

Region: UKN06 - Belfast

Organisation type: Public authority - central government