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Contract

Brandwatch Social Media Contract

MAGENTA LIVING

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

Notice identifier: 2025/S 000-061665

Procurement identifier (OCID): ocds-h6vhtk-05a6a9

Published 2 October 2025, 12:26pm

Scope

Description

Direct Award to Brandwatch for Social Media monitoring for 27 months

Contract 1

Supplier

- RUNTIME COLLECTIVE LIMITED

Contract value

- £28,533 including VAT

Below the relevant threshold

Date signed

30 September 2025

Contract dates

- 30 September 2025 to 30 December 2027
- Possible extension to 30 March 2030
- 4 years, 6 months, 1 day

Description of possible extension:

Extensions are on a rolling 27 month basis unless termination is communicated to the supplier with 90 days notice.

Main procurement category

Services

Options

The right to additional purchases while the contract is valid.

Additional IT requirements if required due to change in social media usage/platforms

CPV classifications

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

Contract locations

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

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

MAGENTA LIVING

- Companies House: 04912562
- Public Procurement Organisation Number: PXCY-5613-ZTLY

Partnership Building

Birkenhead

CH41 5AA

United Kingdom

Email: procurement@magenta.org.uk

Region: UKD74 - Wirral

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)