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Contract

Provision of Social Listening Service

Middlesbrough Council

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

Notice identifier: 2025/S 000-068437

Procurement identifier (OCID): ocds-h6vhtk-05d3e8

Published 27 October 2025, 10:26am

Scope

Reference

MBC000569

Description

Middlesbrough Council is seeking bids for the provision of a social listening service together with Redcar and Cleveland Borough Council (South Tees) for use in the Middlesbrough and Cleveland area (of social media) along with training and support for our team members to undertake this themselves. This will have value in numerous projects the Health Determinants Research Collaboration (HDRC) South Tees are supporting with local authority staff. Through this function we can monitor current and retrospective opinions on a range of issues of import to the local authority.

Contract 1

Supplier

- NERDS WITH WORDS LTD

Contract value

- £87,480 including VAT

Below the relevant threshold

Date signed

30 September 2025

Contract dates

- 1 October 2025 to 30 September 2028
- 3 years

Main procurement category

Services

CPV classifications

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

- 85000000 - Health and social work services

Contract locations

- UKC12 - South Teesside

Procedure

Procedure type

Below threshold - limited competition

Supplier

NERDS WITH WORDS LTD

- Companies House: 10567864
- Public Procurement Organisation Number: PZTW-5379-TZCH

Proto Building

Gateshead

NE8 3DF

United Kingdom

Email: hello@wordnerds.ai

Website: <https://www.wordnerds.ai/>

Region: UKC22 - Tyneside

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

Middlesbrough Council

- Public Procurement Organisation Number: PLJH-5252-HJDM

PO Box 500

Middlesbrough

TS1 9FT

United Kingdom

Email: procurement@middlesbrough.gov.uk

Website: <http://www.middlesbrough.gov.uk>

Region: UKC12 - South Teesside

Organisation type: Public authority - sub-central government