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Contract

## Communication Support 2025-27

West Midlands Fire and Rescue Authority

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

Notice identifier: 2026/S 000-002018

Procurement identifier (OCID): ocds-h6vhtk-060331

Published 9 January 2026, 4:15pm

### Scope

### Reference

C5898

### Description

The award of a contract for support relating to communicating with stakeholders during times of high pressure, crises, or an event outside the normal course of business. Term is 12 months with an option to extend by a further 12 months

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## **Contract 1. Communication Support 2025-27**

### **Supplier**

- HOOD & WOOLF LIMITED

### **Contract value**

- £50,000 excluding VAT
- £60,000 including VAT

Below the relevant threshold

### **Date signed**

8 January 2026

### **Contract dates**

- 8 January 2026 to 31 December 2026
- Possible extension to 31 December 2027
- 1 year, 11 months, 24 days

Description of possible extension:

Option to extend included in the contract, with agreement of both parties.

### **Main procurement category**

Services

## **CPV classifications**

- 79413000 - Marketing management consultancy services

## **Contract locations**

- UKG3 - West Midlands

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## **Procedure**

### **Procedure type**

Below threshold - limited competition

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## **Supplier**

### **HOOD & WOOLF LIMITED**

- Companies House: 09243592
- Public Procurement Organisation Number: PXWQ-7954-PXDH

Golden Cross House

London

WC2N 4JF

United Kingdom

Email: [info@hoodwoolf.co.uk](mailto:info@hoodwoolf.co.uk)

Website: <http://hoodwoolf.co.uk>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Communication Support 2025-27

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## Contracting authority

### West Midlands Fire and Rescue Authority

- Public Procurement Organisation Number: PPTP-2948-MYQP

Fire Service Headquarters, 99 Vauxhall Road

Birmingham

B7 4HW

United Kingdom

Email: [procurement@wmfs.net](mailto:procurement@wmfs.net)

Website: <https://www.wmfs.net/>

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government

