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Contract

Bespoke Citizen Segmentation Tool and Visualisation

West Midlands Combined Authority

F03: Contract award notice

Notice identifier: 2026/S 000-006613

Procurement identifier (OCID): ocds-h6vhtk-060e6c

Published 26 January 2026, 12:28pm

Section I: Contracting authority

I.1) Name and addresses

West Midlands Combined Authority

16 Summer Lane

Birmingham

B193SD

Contact

Chanel Herbert

Email

chanel.herbert@wmca.org.uk

Country

United Kingdom

Region code

UKG31 - Birmingham

Companies House

11658734

Internet address(es)

Main address

<https://www.wmca.org.uk/>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

Other activity

Data Segmentation and Visualisation

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Bespoke Citizen Segmentation Tool and Visualisation

Reference number

PRT-TFWM-SMG-2025-0003

II.1.2) Main CPV code

- 72322000 - Data management services

II.1.3) Type of contract

Services

II.1.4) Short description

Provision of a segmentation tool to provide actionable citizen insights, enabling WMCA to design better

services, influence behaviour change, and improve communications across its strategic priorities

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £175,980

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

Procurement of a segmentation tool to provide actionable citizen insights, enabling WMCA to design better

services, influence behaviour change, and improve communications across its strategic priorities

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Awarded to Experian Limited on the basis that WMCA wish to buy a service that is additional (partly repeat) provisions of an existing supplier via a compliant route.

The CCS Contract Award Service was used to reduce an extensive list of suppliers to a shortlist of four (4) based on the requirement (ref. 69968), with Experian Ltd identified as the only supplier offering a provision that fully met the specification.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 January 2026

V.2.2) Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Experian Limited

Nottingham

Country

United Kingdom

NUTS code

- UKF - East Midlands (England)

Companies House

653331

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £180,000

Total value of the contract/lot: £175,980

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The High Court of England and Wales

London

Country

United Kingdom