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Contract

WMFS Firefighter Attraction and Selection Service _2026-2029

West Midlands Fire and Rescue Authority

F03: Contract award notice

Notice identifier: 2026/S 000-008780

Procurement identifier (OCID): ocds-h6vhtk-0613d0

Published 2 February 2026, 9:57am

Section I: Contracting authority

I.1) Name and addresses

West Midlands Fire and Rescue Authority

Fire Service Headquarters, 99 Vauxhall Road

Birmingham

B74HW

Contact

Isabella Hickman

Email

bella.hickman@wmfs.net

Country

United Kingdom

Region code

UKG31 - Birmingham

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

www.wmfs.net

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

Public order and safety

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

WMFS Firefighter Attraction and Selection Service_2026-2029

Reference number

C5935

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

Provision of WMFS Fire Fighter Attraction and Selection Services including Be a Firefighter Recruitment Portal, IT Support and Marketing Engagement

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: £189,420

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

Direct award from Everything ICT Framework agreement. WCL(UK) Ltd, trading initially as Think IT and now as Everything ICT, won the procurement competition and operates the Framework on behalf of E2BN. The current iteration of the framework contract was let in July 2022 and will expire on 19 July 2026. The contract reference number is OJEU 2 022/S 000-008826

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:

Award of a contract without prior publication of a call for competition as the procurement falls outside the scope of application of the regulations

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

Contract No

C5935

Title

WMFS Firefighter Attraction and Selection Service_2026-2029

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

WCL UK Ltd (Trading as Everything ICT)

124 City Road

London

EC1V 2NX

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

07689604

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: £189,420

Total value of the contract/lot: £189,420

V.2.5) Information about subcontracting

The contract is likely to be subcontracted

Value or proportion likely to be subcontracted to third parties

Value excluding VAT: £189,420

Proportion: 100 %

Short description of the part of the contract to be subcontracted

Thinkology Ltd. will be delivering this Contract

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

London

Country

United Kingdom