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Award

## Media Buying

West Midlands Combined Authority

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-009301

Procurement identifier (OCID): ocds-h6vhtk-056c68 ([view related notices](#))

Published 3 February 2026, 10:01am

## Scope

## Reference

PRT-COMM-ESG-2025-0001

## Description

WMCA is seeking to procure a qualified media buying agency to plan, purchase, manage, and report on media campaigns across multiple channels. This contract aims to deliver cost-effective, targeted communications that reach intended audiences and support the organisation's strategic objectives.

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## **Contract 1. Media Buying**

### **Supplier**

- BBJ&K Ltd

### **Contract value**

- £15,000,000 excluding VAT
- £18,000,000 including VAT

Above the relevant threshold

### **Award decision date**

3 February 2026

### **Date assessment summaries were sent to tenderers**

3 February 2026

### **Standstill period**

- End: 12 February 2026
- 8 working days

### **Earliest date the contract will be signed**

13 February 2026

### **Contract dates (estimated)**

- 16 February 2026 to 15 February 2029
- Possible extension to 15 February 2031
- 5 years

Description of possible extension:

upto a further 24 months

### **Main procurement category**

Services

### **CPV classifications**

- 79341400 - Advertising campaign services

### **Contract locations**

- UK - United Kingdom

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### **Information about tenders**

- 5 tenders received
- 5 tenders assessed in the final stage:
  - 5 submitted by small and medium-sized enterprises (SME)
  - 0 submitted by voluntary, community and social enterprises (VCSE)

- 1 supplier awarded contracts
  - 4 suppliers unsuccessful (details included for contracts over £5 million)
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### **Unsuccessful suppliers**

- [Harvest Digital Limited](#)
  - [McCann Erickson Central Ltd](#)
  - [Mediaworks UK Ltd](#)
  - [Mediaplus UK Ltd](#)
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## **Procedure**

### **Procedure type**

Open procedure

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## **Suppliers**

### **BBJ&K Ltd**

- Companies House: 10418977

Crownworks 22 Mark Street

Birmingham

B3 1UD

United Kingdom

Email: [beth.reid@bbjandk.com](mailto:beth.reid@bbjandk.com)

Region: UKG31 - Birmingham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Media Buying

## **Harvest Digital Limited**

- Companies House: 03595066

New Wing Somerset House

London

WC2R1LA

United Kingdom

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

## **McCann Erickson Central Ltd**

- Companies House: 01983874

Highlands Road

Birmingham

B904WE

United Kingdom

Region: UKG32 - Solihull

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

### **Mediaplus UK Ltd**

- Companies House: 03981236

Waverley House 7 - 12 Noel Street

London

W1F8GQ

United Kingdom

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

### **Mediaworks UK Ltd**

- Companies House: 06309397

Floor 2 Honeycomb Gateshead

Newcastle Upon Tyne

NE119SZ

United Kingdom

Region: UKC22 - Tyneside

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

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## **Contracting authority**

### **West Midlands Combined Authority**

- Public Procurement Organisation Number: PGMD-1353-PZVX

16 Summer Lane

Birmingham

B19 3SD

United Kingdom

Email: [procurement.team@wmca.org.uk](mailto:procurement.team@wmca.org.uk)

Website: <http://www.WMCA.org.uk>

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government