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Tender

## **Tender Notice for the Delivery of West Midlands Business Festival**

West Midlands Combined Authority

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-030930

Procurement identifier (OCID): ocids-h6vhtk-054542 ([view related notices](#))

Published 9 June 2025, 1:22pm

### **Scope**

### **Reference**

Project\_1038, ITT\_1705

### **Description**

Business Growth West Midlands (BGWM) who are a part of West Midlands Combined Authority is seeking a supplier to support the successful delivery of the West Midlands Business Festival (WMBF) 2026, with an optional extension to support on the delivery for 2027. This flagship initiative is designed to showcase and support businesses across the West Midlands Region. Building on the foundations established by WMBF 2025, the festival aims to reach a wider audience, improve the event quality, and deliver measurable business impact.

WMBF will take place from Monday 2nd February 2026 to Friday 13th February 2026.

As part of this tender WMCA are seeking a company to support with the following with BGWM having oversight:

- 1) Build on the 2024/ 2025 Festival Brand.
- 2) To coordinate the organisation and delivery of the 'business festival' (not to be confused with business events, business weeks, corporate events or expos), which will include identifying and liaison with key partners and external organisations to create a comprehensive programme of events that will be of interest to businesses in the West Midlands Region.
- 3) To produce, develop and deliver a comprehensive marketing promotional programme. This includes advertising and publicising the overarching festival and working with partners for support and individual events. In addition to this, provide operational support to ensure increased attendance.
- 4) To conclude a performance monitoring framework and economical assessment post festival.
- 5) To explore potential revenue streams that will naturally arise from the festival.

The following documents are attached to support this ITT:

- Appendix A – Specification of Requirements
- Appendix B – Pricing Schedule
- Appendix C – Draft Terms and Conditions
- Appendix D – Payment Delivery Milestones
- Appendix E – Economic Financial Standing Evaluation
- Appendix F – Financial Risk Self Assessment Tool
- Appendix G – Form of Tender
- Appendix H - Certificate of Non Collusion and Non Canvassing
- Appendix I - Commercially Sensitive Information
- Appendix J - Clarification Log
- Appendix K - Conflict of Interest Declaration
- ITT Part A - Tender Info Instructions

- ITT Part B - Tender Assessment
- ITT Part C - Conditions of Tendering

Evaluation: Technical (Quality) 70% / Commercial (Price) 30%

Clarification Question Deadline by 20th June 2025 12-noon via e-Bravo ONLY.

ITT Submission Deadline: 7th July 2025 16:00hrs.

In order to access the documents and submit your bid please do so through BravoSolution, the WMCA's e-tendering portal (<https://wmca.bravosolution.co.uk>). The project reference is itt\_1705.

Suppliers participating in WMCA procurements will now be expected to register on a central digital platform (CDP). The CDP is available at <https://www.gov.uk/find-tender>. Suppliers can submit their core supplier information and, where a procurement opportunity arises, share this information with the WMCA via the CDP. It is free to use and will mean suppliers will no longer have to re-enter this information for each public procurement but simply ensure it is up to date and subsequently shared.

### **Total value (estimated)**

- £350,000 excluding VAT
- £420,000 including VAT

Above the relevant threshold

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

- 20 August 2025 to 31 March 2026
- Possible extension to 31 March 2027
- 1 year, 7 months, 12 days

Description of possible extension:

Optional extension included to deliver West Midlands Business Festival 2027

## **Main procurement category**

Services

## **CPV classifications**

- 79342000 - Marketing services
- 79340000 - Advertising and marketing services

## **Contract locations**

- UKG - West Midlands (England)

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## **Participation**

### **Legal and financial capacity conditions of participation**

All Suppliers are required to complete a Procurement Specific Questionnaire (PSQ) and return this in accordance with the Procurement Timetable and instructions within the ITT Pack accessible via BRAVO.

Areas covered under the mandatory Conditions of Participation include:

- 1) Preliminary questions
- 2) Confirmation of core supplier information
- 3) Additional Exclusion Information

- 4) Sub Contractor Confirmation
- 5) Insurance Requirements
- 6) Evaluation of Financial Standing
- 7) Legal Capacity - Acceptance of Core Terms and Conditions
- 8) Modern Slavery Act 2015
- 9) Real Living Wage

### **Technical ability conditions of participation**

None

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Enquiry deadline**

20 June 2025, 12:00pm

### **Tender submission deadline**

7 July 2025, 4:00pm

## Submission address and any special instructions

In order to access the documents and submit your bid please do so through BravoSolution, the WMCA's e-tendering portal (<https://wmca.bravosolution.co.uk>). The project reference is itt\_1705.

## Tenders may be submitted electronically

Yes

## Languages that may be used for submission

English

## Award decision date (estimated)

8 August 2025

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## Award criteria

Name	Description	Type	Weighting
Technical	Technical Capability holds 70% of the tender award weighting.	Quality	70%
Commercial	Commercial Submission holds 30% of the tender award weighting.	Cost	30%

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## Other information

## **Payment terms**

Please refer to Appendix D - Payment Delivery Milestones.

## **Description of risks to contract performance**

Not Applicable.

## **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Open procedure

### **Justification for not publishing a preliminary market engagement notice**

Market engagement has not been undertaken in this instance as the requirement is a continuation of an existing service, where the scope, suppliers, and market conditions are already well understood.

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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