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Contract

Paid Social Media Advertising

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-036927

Procurement identifier (OCID): ocds-h6vhtk-0557de

Published 2 July 2025, 4:26pm

Scope

Reference

2025-WMGC-0572

Description

Delivery of paid social media advertising of the West Midlands Investment Zone (WMIZ) Campaign via Linked In

Contract 1

Supplier

- LinkedIn Ireland Unlimited Company

Contract value

- £39,750 excluding VAT
- £47,700 including VAT

Below the relevant threshold

Date signed

30 May 2025

Contract dates

- 1 June 2025 to 31 March 2026
- 10 months

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKG - West Midlands (England)

Procedure

Procedure type

Below threshold - without competition

Supplier

LinkedIn Ireland Unlimited Company

- Public Procurement Organisation Number: PNBB-9589-YHWZ

Wilton Place

Dublin

D2

Ireland

Email: dlawfordmee@linkedin.com

Website: <http://www.linkedin.com>

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

WEST MIDLANDS GROWTH COMPANY LIMITED

- Companies House: 01631329
- Public Procurement Organisation Number: PMVR-8297-WCWN

11th Floor The Colmore Building

Birmingham

B4 6AT

United Kingdom

Email: procurement@wmgrowth.com

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government