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Contract

Media Buying, Advertising and Planning Support for Campaign Delivery

West Midlands Combined Authority

F03: Contract award notice

Notice identifier: 2025/S 000-044592

Procurement identifier (OCID): ocids-h6vhtk-0569cc

Published 31 July 2025, 10:01am

Section I: Contracting authority

I.1) Name and addresses

West Midlands Combined Authority

16 Summer Lane

Birmingham

B193SD

Email

katie.griffin@WMCA.org.uk

Country

United Kingdom

Region code

UKG31 - Birmingham

Justification for not providing organisation identifier

Not on any register

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

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Buying, Advertising and Planning Support for Campaign Delivery

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

West Midlands Combined Authority requires the support of a Media Planning, Buying and Advertising Agency to support WMCA in the delivery of its Organisations Communications Campaign's across the region.

This contract has been awarded via a compliant direct award to Constellia, subcontracting the service to BBJ&K via the Agri-EPI Centre Neutral Vendor Framework for Multi Specialism Services.

The contract will run from 1st April 2025 - 30th November 2025.

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: £2,045,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

II.2.4) Description of the procurement

West Midlands Combined Authority requires the support of a Media Planning, Buying and Advertising Agency to support WMCA in the delivery of its Organisations Communications Campaign's across the region.

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:

Compliant direct award process via the Agri-EPI Centre Framework to award to Constellia, subcontracting the service to BBJ&K. The contract will run from 01st April 2025 - 30th November 2025.

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

The procurement is covered by the Government Procurement Agreement: Yes

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

25 July 2025

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

Constellia Ltd

London

Country

United Kingdom

NUTS code

- UKG3 - West Midlands

Companies House

08664789

The contractor is an SME

No

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

Total value of the contract/lot: £2,045,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

West Midlands Combined Authority

Birmingham

Country

United Kingdom