This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/044592-2025">https://www.find-tender.service.gov.uk/Notice/044592-2025</a>

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): ocds-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