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Planning

Media Buying

West Midlands Combined Authority

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-045690

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

Published 4 August 2025, 2:56pm

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.

Total value (estimated)

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

Above the relevant threshold

Contract dates (estimated)

- 1 December 2025 to 30 November 2028
- Possible extension to 30 November 2030
- 5 years

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

15 August 2025

Engagement process description

WMCA intend to circulate a questionnaire through Bravo (WMCA e-tendering portal), allowing you to provide more information about your interest and comment on the proposed approach.

Portal Website: <https://wmca.bravosolution.co.uk>

PQQ Title: Pre Market Engagment Media Buying

Bravo Solution Project Reference: pqq_257

<https://wmca.bravosolution.co.uk/go/2123785901987551F0C9>

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Publication date of tender notice (estimated)

8 September 2025

Contracting authority

West Midlands Combined Authority

- Public Procurement Organisation Number: PGMD-1353-PZVX

16 Summer Lane

Birmingham

B19 3SD

United Kingdom

Contact name: victoria taylor

Email: victoria.taylor@wmca.org.uk

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

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government