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Award

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

West Midlands Combined Authority

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-047515

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

Published 11 August 2025, 9:59am

### **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.

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.

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## **Contract 1. Delivery of West Midlands Business Festival**

### **Supplier**

- IceBlue Marketing & Design Ltd

### **Contract value**

- £330,000 excluding VAT
- £396,000 including VAT

Above the relevant threshold

### **Award decision date**

11 August 2025

### **Date assessment summaries were sent to tenderers**

11 August 2025

### **Standstill period**

- End: 20 August 2025
- 8 working days

### **Earliest date the contract will be signed**

21 August 2025

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

- 21 August 2025 to 31 March 2026
- Possible extension to 31 March 2027
- 1 year, 7 months, 11 days

Description of possible extension:

1 x 12 months 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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## **Information about tenders**

- 4 tenders received
- 1 tender assessed in the final stage:
  - 1 submitted by small and medium-sized enterprises (SME)
  - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 0 suppliers unsuccessful (details included for contracts over £5 million)

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## **Procedure**

## Procedure type

Open procedure

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## Supplier

### IceBlue Marketing & Design Ltd

- Companies House: 03366651

6 Church St

Kidderminster

DY10 2AD

United Kingdom

Email: [HELLO@ICEBLUE.CO.UK](mailto:HELLO@ICEBLUE.CO.UK)

Region: UKG12 - Worcestershire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Associated people/organisations:

Not Applicable.

Contract 1. Delivery of West Midlands Business Festival

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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