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Contract

The journey has started

West Yorkshire Combined Authority

F03: Contract award notice

Notice identifier: 2025/S 000-056870

Procurement identifier (OCID): ocids-h6vhtk-02e545

Published 16 September 2025, 11:17am

Section I: Contracting authority

I.1) Name and addresses

West Yorkshire Combined Authority

Wellington House, 40-50 Wellington Street

Leeds

LS1 2DE

Contact

Sukhninder Kaur

Email

commercialteam@westyorks-ca.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.westyorks-ca.gov.uk>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/103257>

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

The journey has started

Reference number

Journey Has Started

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Integrated campaign brief

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: £444,652

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

LS1 2DE

II.2.4) Description of the procurement

Integrated campaign brief

II.2.5) Award criteria

Quality criterion - Name: Resources / Weighting: 100

Quality criterion - Name: Methodology / Weighting: 175

Quality criterion - Name: Project Management & Performance / Weighting: 175

Quality criterion - Name: Innovation / Weighting: 175

Quality criterion - Name: Knowledge Transfer / Weighting: 75

Price - Weighting: 300

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-003511](#)

Section V. Award of contract

Contract No

1

Title

The journey has started

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

5 May 2025

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

McCann Erickson Central Limited

Solihull

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

01983874

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £450,000

Total value of the contract/lot: £444,652

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

London

Country

United Kingdom