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Tender

Bus Promotion & Communication - Media

The West of England Combined Authority

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-060106

Procurement identifier (OCID): ocds-h6vhtk-05a31e

Published 26 September 2025, 12:08pm

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Scope

Description

This requirement is for a Media Agency in support of Bus communications & promotion. This requirement will provide a greater understanding of the available services and benefits among members of the public that can access them, in turn generating a greater uptake and usage of such initiatives.

Total value (estimated)

- £500,000 excluding VAT
- £600,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 17 November 2025 to 31 January 2026
- Possible extension to 31 July 2026
- 8 months, 14 days

Description of possible extension:

This is an optional time extension.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- BG41 - South-West

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

27 October 2025, 5:00pm

Tender submission deadline

31 October 2025, 5:00pm

Submission address and any special instructions

Please submit via the Atamis e-sourcing Portal which can be accessed here <https://weca-atamis.my.site.com/s/Welcome> Guidance in creating an account and using the Portal can be found here: <https://suppliersupport.atamis.co.uk/hc/en-gb/sections/4612344115359-Using-the-Supplier-Portal>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

5 November 2025

Award criteria

Name	Description	Type	Weighting
Tender Submission	Please see ITT documents for full breakdown of award criteria between Technical, Social Value and Price.	Quality	100.00%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Justification for not publishing a preliminary market engagement notice

No pipeline notice was published as this is new requirement to improve media buying in the Authority.

Contracting authority

The West of England Combined Authority

- Public Procurement Organisation Number: PGWR-9284-XMRY

70 Redcliff Street

Bristol

BS1 6AL

United Kingdom

Email: giles.towers@westofengland-ca.gov.uk

Website: <https://www.westofengland-ca.gov.uk/about-us/contact-us/>

Region: UKK11 - Bristol, City of

Organisation type: Public authority - sub-central government