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Contract

"You're bussing it" phase 2 bus campaign

West Midlands Combined Authority

F03: Contract award notice

Notice identifier: 2025/S 000-065203

Procurement identifier (OCID): ocds-h6vhtk-05cc52

Published 14 October 2025, 2:00pm

Section I: Contracting authority

I.1) Name and addresses

West Midlands Combined Authority

16 Summer Lane

Birmingham

B193SD

Contact

Lydia Russell

Email

lydia.russell@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

"You're bussing it" phase 2 bus campaign

Reference number

PRT-COMMS-ESG-2025-0002

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 require the services of an external provider to refresh the current campaign with the aim to drive the increase of bus journeys throughout the

region.

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: £255,102.04

II.2) Description

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

West Midlands combined authority require the services of an external provider to refresh the current campaign with the aim to drive the increase of bus journeys throughout the region.

This is a direct award via the Agri-EPI Centre (AEC) Framework to Constellia Limited who will subcontract the work to Impero Limited.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

This contract will run from 18th August 2025- 17th August 2026 with an optional extension of 3 months at no additional value.

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:

This is a compliant direct award via the Agri-EPI Centre (AEC) Framework to Constellia Limited. This award via a framework does not require prior publication under PCR 2015.

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.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

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

14 October 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 Limited

London

W1W 5AB

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Justification for not providing organisation identifier

Not on any register

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: £255,102.04

Total value of the contract/lot: £255,102.04

V.2.5) Information about subcontracting

The contract is likely to be subcontracted

Value or proportion likely to be subcontracted to third parties

Value excluding VAT: £250,000

Short description of the part of the contract to be subcontracted

This contract will be subcontracted to Impero Limited

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

West Midlands Combined Authority

Birmingham

Country

United Kingdom