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Tender

Media Buying

West Midlands Combined Authority

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

Notice identifier: 2025/S 000-068990

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

Published 28 October 2025, 1:59pm

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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)

- £18,000,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 February 2026 to 31 January 2029
- Possible extension to 31 January 2031
- 5 years

Description of possible extension:

The contract can be extended by 2 periods of 12 Months at the sole discretion of WMCA

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services

Contract locations

- UKG - West Midlands (England)

Participation

Legal and financial capacity conditions of participation

Financial Capacity assessed through self-completion of WMCA's Financial Risk Assessment Tool.

If a 'Fail' or 'Flag as Risk' is received for any metrics, the tenderer MUST engage with WMCA BEFORE THE END OF THE CLARIFICATION PERIOD to provide an explanation and agree mitigation measures. If Tenderers receive a 'Fail' or 'Flag as Risk' and don't engage during the clarification period, they will Fail this condition of participation.

The Concessionaire will be required to hold the following levels of insurance;

- Professional Indemnity: £2,000,000
- Public Liability: £5,000,000
- Employers' Liability: £10,000,000
- Cyber Liability: £1,000,000

Tenderers must confirm that they commit to obtaining and maintaining these levels of insurance throughout the duration of the contract and must upload either;

- a) Insurance Certificates showing that these levels of cover are currently held; or
- b) A letter/quotation from an insurance company confirming that they would offer the required level of insurance

Technical ability conditions of participation

A Procurement Specific Questionnaire (PSQ) will be used.

Insurance Requirements - Pass/Fail

Financial Standings - Pass/Fail

Modern Slavery 2015 - Pass/Fail

Real Living wage - Pass/Fail

Particular suitability

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

Submission

Enquiry deadline

13 November 2025, 5:00pm

Tender submission deadline

24 November 2025, 5:00pm

Submission address and any special instructions

Via Bravo

<https://wmca.ukp.app.jaggaer.com/go/47290782019A0BA65FD1>

Interested suppliers will need to register for a Bravo account if required

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

14 January 2026

Award criteria

Name	Description	Type	Weighting
Technical Quality Assessment	6 Technical/Quality questions are to be answered. Each question carries a weighting, with the total weighting for all questions totalling 70%.	Quality	70%
Price	6 Technical/Quality questions are to be answered. Each question carries a weighting, with the total weighting for all questions totalling 70%.	Price	30%

Other information**Applicable trade agreements**

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

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

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

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government

