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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 000-069266

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

Published 29 October 2025, 10:53am

## Changes to notice

This notice has been edited. The [previous version](#) is still available.

Evaluation weightings have been corrected

## 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)

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## **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

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## Award criteria

<b>Name</b>	<b>Description</b>	<b>Type</b>	<b>Weighting</b>
Technical Quality Assessment	6 Technical/Quality questions are to be answered. Each question carries a weighting, with the total weighting for all questions totalling 60%.	Quality	60%
Price	6 Technical/Quality questions are to be answered. Each question carries a weighting, with the total weighting for all questions totalling 60%.	Price	40%

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## **Other information**

### **Applicable trade agreements**

- Government Procurement Agreement (GPA)

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Open procedure

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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