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Contract

Consultant - Strategic Communications for Regional Promotion

WEST MIDLANDS GROWTH COMPANY LIMITED

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-070968

Procurement identifier (OCID): ocds-h6vhtk-058079 ([view related notices](#))

Published 4 November 2025, 4:15pm

Scope

Reference

2025-WMGC-0583

Description

The West Midlands Growth Company (WMGC) is the West Midlands Combined Authority's (WMCA) designated investment promotion agency and destination management organisation.

It attracts businesses, capital, visitors and events to the region to deliver economic growth, increased productivity, employment opportunities and a better quality of life for those that live and work here.

WMGC's role is to support with the delivery of the WMCA's economic strategies, including the Plan for Growth, and the delivery of the ambitions of local places. It utilises its partnership of the public, private and academic sectors to deliver the greatest impact for the economy, local businesses and communities.

The WMGC is owned by the WMCA and its constituent members, with governance that includes private sector partners. wmgrowth.com

The West Midlands Growth Company has a requirement to appoint an external consultant to support with a six-month programme of strategic communications activity to support its overarching objective of Enhancing the Profile and Reputation of the Region.

The brief is to help drive high-level awareness and interest surrounding the West Midlands, particularly from a business, stakeholder and political audience.

The communications programme will run from mid-September 2025 – March 2026.

The consultant shall be retained on a flexible basis, drawing down an average of approximately two (2) days per week, with specific hours and days to be determined as reasonable required by the Company.

Contract 1. Strategic Communications for Regional Promotion

Supplier

- [BakerBaird Communications](#)

Contract value

- £42,000 excluding VAT
- £50,400 including VAT

Below the relevant threshold

Date signed

27 October 2025

Contract dates

- 27 October 2025 to 31 March 2026
- 5 months, 5 days

Main procurement category

Services

CPV classifications

- 79416200 - Public relations consultancy services

Procedure

Procedure type

Below threshold - open competition

Supplier

BakerBaird Communications

45 Wollaton St

Nottingham

NG1 5FW

United Kingdom

Telephone: 07799678009

Email: stuart@bakerbaird.com

Region: UKF14 - Nottingham

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Strategic Communications for Regional Promotion

Contracting authority

WEST MIDLANDS GROWTH COMPANY LIMITED

- Companies House: 01631329

11th Floor The Colmore Building

Birmingham

B4 6AT

United Kingdom

Email: procurement@wmgrowth.com

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government