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Contract

Delivery of West Midlands Business Festival

West Midlands Combined Authority

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

Notice identifier: 2025/S 000-071921

Procurement identifier (OCID): ocds-h6vhtk-054542 ([view related notices](#))

Published 7 November 2025, 10:51am

Scope

Reference

Project_1038, ITT_1705

Description

Business Growth West Midlands (BGWM) who are a part of West Midlands Combined Authority has awarded a contract to Ice Blue Marketing to support the successful delivery of the West Midlands Business Festival (WMBF) 2026, with an optional extension to support on the delivery for 2027. This flagship initiative is designed to showcase and support businesses across the West Midlands Region. Building on the foundations established by WMBF 2025, the festival aims to reach a wider audience, improve the event quality, and deliver measurable business impact.

WMBF will take place from Monday 2nd February 2026 to Friday 13th February 2026.

WMCA will require the awarded supplier to support with the following with BGWM having oversight:

- 1) Build on the 2024/ 2025 Festival Brand.
 - 2) To coordinate the organisation and delivery of the 'business festival' (not to be confused with business events, business weeks, corporate events or expos), which will include identifying and liaison with key partners and external organisations to create a comprehensive programme of events that will be of interest to businesses in the West Midlands Region.
 - 3) To produce, develop and deliver a comprehensive marketing promotional programme. This includes advertising and publicising the overarching festival and working with partners for support and individual events. In addition to this, provide operational support to ensure increased attendance.
 - 4) To conclude a performance monitoring framework and economical assessment post festival.
 - 5) To explore potential revenue streams that will naturally arise from the festival.
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Contract 1. Delivery of West Midlands Business Festival

Supplier

- IceBlue Marketing & Design Ltd

Contract value

- £330,000 excluding VAT
- £396,000 including VAT

Above the relevant threshold

Date signed

6 November 2025

Contract dates

- 7 November 2025 to 31 March 2026
- Possible extension to 31 March 2027
- 1 year, 4 months, 24 days

Description of possible extension:

1 x 12 month optional extension to delivery 2027 West Midlands Business Festival.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKG - West Midlands (England)

Key performance indicators

Name	Reporting frequency
Project Timeline Adherence	1 months
Engagement Metrics	

Name	Reporting frequency
Sponsorship Revenue	
Improved Attendance	

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Supplier

IceBlue Marketing & Design Ltd

- Companies House: 03366651

6 Church St

Kidderminster

DY10 2AD

United Kingdom

Email: HELLO@ICEBLUE.CO.UK

Region: UKG12 - Worcestershire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

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

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government