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Award

International & Domestic Marketing Campaigns

WEST MIDLANDS GROWTH COMPANY LIMITED

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-074552

Procurement identifier (OCID): ocds-h6vhtk-05a04d ([view related notices](#))

Published 17 November 2025, 5:00pm

Scope

Reference

2025-WMGC-0614

Description

About the West Midlands

The West Midlands region encompasses the geography of the West Midlands Combined Authority (WMCA), including Birmingham, Coventry, Wolverhampton, and the boroughs of Dudley, Sandwell, Solihull, and Walsall. Strategically located at the heart of the UK, 90% of the population is within a four-hour drive or train journey.

The region is home to one of the youngest and most diverse populations in Europe, with a growing demographic that is expected to drive future economic growth. It hosts nine universities and produces over 72,000 graduates annually, contributing to a vibrant talent pool.

The West Midlands economy is valued at £77 billion, larger than that of several European countries, and is recognised for its strengths in advanced manufacturing, clean tech,

health tech, digital and creative industries, and next-generation services. It is also England's only EU-recognised Regional Innovation Valley and consistently ranks among the top UK regions for foreign direct investment (FDI).

It Starts Here

The West Midlands Growth Company (WMGC) launched It Starts Here (ISH) - a bold new destination promotion campaign designed to transform perceptions of the West Midlands on the global stage.

Developed in collaboration with organisations across the region, It Starts Here seeks to reinforce and reinvigorate the region's brand as dynamic, progressive and confident within a fiercely competitive international marketplace. The core essence is that this region is where ideas are created, culture builds, innovation is generated and incredible experiences take place.

The campaign has been well received so far with a focus on international corporate sectors. Phase Two is underway, translating to a wider consumer audience through a place and tourism narrative/campaign, and localised deployment through local authorities, universities, and the region's private sector.

WMGC require a marketing campaign that promotes the West Midlands as the destination to visit, study, and do business, leveraging the core ethos of It Starts Here.

Lot 1. Domestic Marketing Campaign

Description

Domestic Marketing Campaign - WMGC aims to increase awareness of the West Midlands tourism offer to UK audiences and boost the number of overnight visitors.

Lot 2. International Marketing Campaign

Description

International Marketing Campaign - We are seeking to partner with an online publisher that is perceived by our audiences as an authority in travel, tourism, business, and culture, to enhance the credibility of our key messaging and accelerate perceptions, while facilitating more detailed and complex storytelling.

Contract 1. International & Domestic Marketing Campaigns - Lot 1 Domestic

Lots

Lot 1. Domestic Marketing Campaign

Supplier

- [Travelscape, LLC dba Expedia Group Advertising](#)

Contract value

- £30,000 excluding VAT
- £36,000 including VAT

Above the relevant threshold

Award decision date

17 November 2025

Date assessment summaries were sent to tenderers

17 November 2025

Standstill period

- End: 26 November 2025
- 8 working days

Earliest date the contract will be signed

28 November 2025

Contract dates (estimated)

- 1 December 2025 to 31 March 2026
- 4 months

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services
-

Contract 2. International & Domestic Marketing Campaigns - Lot 2 International

Lots

Lot 2. International Marketing Campaign

Supplier

- [BBC Global News Limited](#)

Contract value

- £150,000 excluding VAT
- £180,000 including VAT

Above the relevant threshold

Award decision date

17 November 2025

Date assessment summaries were sent to tenderers

17 November 2025

Standstill period

- End: 26 November 2025
- 8 working days

Earliest date the contract will be signed

28 November 2025

Contract dates (estimated)

- 1 December 2025 to 31 March 2026
- 4 months

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Information about tenders

Lot 1. Domestic Marketing Campaign

- 7 tenders received
- 7 tenders assessed in the final stage:
 - 5 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)

- 1 supplier awarded contracts
 - 6 suppliers unsuccessful (details included for contracts over £5 million)
-

Lot 2. International Marketing Campaign

- 6 tenders received
 - 6 tenders assessed in the final stage:
 - 4 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
 - 1 supplier awarded contracts
 - 5 suppliers unsuccessful (details included for contracts over £5 million)
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Procedure

Procedure type

Open procedure

Suppliers

BBC Global News Limited

- Public Procurement Organisation Number: PCLN-8892-HNZD

1 Television Centre

London

W12 7FA

United Kingdom

Email: samantha.adams@bbc.com

Region: UKI33 - Kensington & Chelsea and Hammersmith & Fulham

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. International & Domestic Marketing Campaigns - Lot 2 International

Travelscape, LLC dba Expedia Group Advertising

- Public Procurement Organisation Number: PPZD-8427-TMDW

5000 W. Kearney St

Springfield

65803

United States

Email: laurasanchex@expediagroup.com

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. International & Domestic Marketing Campaigns - Lot 1 Domestic

Contracting authority

WEST MIDLANDS GROWTH COMPANY LIMITED

- Companies House: 01631329

11th Floor The Colmore Building

Birmingham

B4 6AT

United Kingdom

Email: procurement@wmgrowth.com

Website: <https://wmgrowth.com/>

Region: UKG31 - Birmingham

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)