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Contract

Cambridgeshire & Peterborough Visitor Economy - Destination Management Plan

Cambridgeshire & Peterborough Combined Authority

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

Notice identifier: 2026/S 000-001321

Procurement identifier (OCID): ocds-h6vhtk-059ede ([view related notices](#))

Published 8 January 2026, 10:14am

Scope

Reference

DN791229

Description

The aim of this commission is to help build a compelling and robust storytelling narrative and brand, inspired by the region's varied offer that better reflects the area, and to help develop an overarching Destination Management Plan for the region that can be woven into every touchpoint for the Cambridgeshire & Peterborough's visitor economy to:

- Unlock and promote the region's distinctive heritage and tourism offer - to create a seamless visitor journey underpinned by clear storytelling, local advocacy and connected thematic itineraries, positioning the region as an outstanding destination of both domestic and international appeal.
- Build upon the strength of Cambridge and its existing Destination Management Plan to utilise the asset ensuring regional spread of visitor benefits.

- Strengthen the resilience of the region's visitor economy by driving business growth, addressing skills gaps, and encouraging regenerative tourism, to increase visitor dwell times and spend, encourage longer stays and reduce to seasonal peaks.

The Contract is intended to start week from commencing 13th October 2025 or as otherwise agreed.

The Contract includes an option to extend for a further period or periods up to a total of 6 months, taking the Contract term to a maximum of 12 months.

Lot 1. Lot 1 - Destination Management Plan for Cambridgeshire & Peterborough

Description

Five-year Destination Management Plan: Setting a clear vision for the growth, promotion and future of our region as a tourism destination

Lot 2. Lot 2 - Story Telling Narrative and Brand Development

Description

Narrative Development: Defining the Story of Cambridgeshire & Peterborough and Bringing the Story to Life

Contract 1. Lot 1 - Destination Management Plan for Cambridgeshire and Peterborough

Lots

Lot 1. Lot 1 - Destination Management Plan for Cambridgeshire & Peterborough

Supplier

- G C Insight

Contract value

- £47,481.25 excluding VAT
- £56,977.50 including VAT

Below the relevant threshold

Date signed

24 November 2025

Contract dates

- 1 December 2025 to 30 November 2026
- 1 year

Main procurement category

Services

CPV classifications

- 73000000 - Research and development services and related consultancy services
 - 79400000 - Business and management consultancy and related services
-

Contract 2. Lot 2 - Storytelling and Brand Development

Lots

Lot 2. Lot 2 - Story Telling Narrative and Brand Development

Supplier

- Gubi Consulting

Contract value

- £44,950 excluding VAT
- £53,940 including VAT

Below the relevant threshold

Date signed

24 November 2025

Contract dates

- 1 December 2025 to 31 October 2026
- 11 months

Main procurement category

Services

CPV classifications

- 73000000 - Research and development services and related consultancy services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

Procedure

Procedure type

Below threshold - open competition

Suppliers

G C Insight

- Public Procurement Organisation Number: PDHQ-2726-MPXT

Lee House, 90 Great Bridgwater Street

Manchester

M1 5JW

United Kingdom

Contact name: Lauren Newby

Email: lauren.newby@gcinsight.co.uk

Region: UKD33 - Manchester

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Lot 1 - Destination Management Plan for Cambridgeshire and Peterborough

Gubi Consulting

- Public Procurement Organisation Number: PGJG-9466-TTNY

Carrer l'espina gosa 3

Barcelona

08017

Spain

Contact name: Guy Bigwood

Email: Guy@gds.earth

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 2. Lot 2 - Storytelling and Brand Development

Contracting authority

Cambridgeshire & Peterborough Combined Authority

- Public Procurement Organisation Number: PBXV-5726-VWGJ

Cambridgeshire & Peterborough Combined Authority, 2nd floor, Pathfinder House, St Mary's Street

Huntingdon

PE29 3TN

United Kingdom

Contact name: CPCA Procurement

Telephone: +441480277180

Email: procurement@cambridgeshirepeterborough-ca.gov.uk

Website: <https://cambridgeshirepeterborough-ca.gov.uk/>

Region: UKH12 - Cambridgeshire CC

Organisation type: Public authority - sub-central government