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Planning

VisitWindsor Membership Revenue Share Contract

Royal Borough of Windsor & Maidenhead

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-001502

Procurement identifier (OCID): ocids-h6vhtk-0601f6

Published 8 January 2026, 2:23pm

Scope

Description

RBWM are exploring options to procure a tourism sales and marketing specialist to support membership growth and retention, drive upsells and cross sales for its VisitWindsor arm. The supplier would be entitled to a share of the revenue. The company will be expected to:

- Create a new CRM system to manage and monitor sales and conversations.
- Provide a dedicated Account Manager as an extension of the VisitWindsor team.
- Work with VisitWindsor membership pack with clear ROI on packages.
- Research database of businesses and outreach to gain decision maker.
- Contact tourism-facing businesses not currently members.
- Convert memberships from calls/engagement.
- Create confirmation agreements.

- Create member product listings on VisitWindsor destination management system.
- Invoice members, share live reconciliation document with VisitWindsor and pay RBWM revenue share on monthly basis.
- Work with members to ensure they are maximising their referrals and ROI.
- Call the member every 6 to 8 weeks to discuss ROI and suggest changes/alterations to listing to support a higher CTR.
- Continual communication on Windsor and Maidenhead news and opportunities.
- Represent VisitWindsor professionally, maintaining the high standards set by the team, build relationships and create trust and a supportive understanding ear.
- Work on renewals 90 days out to ensure members are aware and have the stats required and understand the support they have had over the previous year.

For a high-level breakdown of businesses and non-members in the area, please contact: Joey.Stanford@RBWM.gov.uk.

Contract dates (estimated)

- 1 August 2026 to 31 August 2031
- Possible extension to 31 August 2036
- 10 years, 1 month

Main procurement category

Services

CPV classifications

- 75125000 - Administrative services related to tourism affairs

- 79340000 - Advertising and marketing services
- 98100000 - Membership organisation services

Contract locations

- UKJ - South East (England)

Engagement

Engagement deadline

22 January 2026

Engagement process description

RBWM is keen understand market interest and capacity. If you think your organisation could provide these services, please e-mail: Joey.Stanford@RBWM.gov.uk. Please e-mail the same if you have any questions. Responses must be provided by 4pm on 22/01/2026.

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Procedure

Special regime

Concession

Contracting authority

Royal Borough of Windsor & Maidenhead

- Public Procurement Organisation Number: PJQM-1124-QDHW

St Ives Road

Maidenhead

SL6 1RF

United Kingdom

Email: procurement@rbwm.gov.uk

Region: UKJ11 - Berkshire

Organisation type: Public authority - sub-central government