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Contract

New Regional Consumer Product Development

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2026/S 000-002446

Procurement identifier (OCID): ocds-h6vhtk-05eaf1 ([view related notices](#))

Published 12 January 2026, 6:25pm

Scope

Reference

2025-WMGC-0653

Description

The West Midlands Growth Company has a requirement to develop new consumer product for visitors to the West Midlands' destinations. This will be based on the authentic character of the region, its people and what is on offer to visitors to bring enjoyment, incentive to visit, develop a deeper understanding of the heritage and the culture of the place.

We are seeking to appoint a consultant – or partner agency – who will work with our regional experts, crafters and tour guides to manage the development and route to market for 3 new themes that encourage visitors to stay longer, learn about our heritage, culture and craft skills, and strengthen the association of the WM region with leisure visits.

Concurrently, VisitEngland, the national lead for the visitor economy, is working on two associated projects which may bring insight to this project – and likewise, this project can

bring depth to their work:

- New Domestic market segmentation
- International Product / Market research into segments and products that are most likely to drive inbound visits - and where the gaps are across the country

We strongly encourage liaison with the teams running these projects and a limited amount of time built in to work alongside them. WMGC will facilitate these introductions, and they will bring depth to the resulting case studies.

Contract 1. New Regional Consumer Product Development

Supplier

- [Leopold Marketing](#)

Contract value

- £45,000 excluding VAT
- £54,000 including VAT

Below the relevant threshold

Date signed

12 January 2026

Contract dates

- 12 January 2026 to 31 March 2026
- 2 months, 20 days

Main procurement category

Services

CPV classifications

- 73200000 - Research and development consultancy services

Contract locations

- UKG3 - West Midlands

Procedure

Procedure type

Below threshold - open competition

Supplier

Leopold Marketing

- Public Procurement Organisation Number: PVZL-2288-WDGR

1st Floor, 1 Plas Newydd

Dolgellau

LL40 1RD

United Kingdom

Telephone: 08435065291

Email: leo@leopoldmarketing.com

Region: UKL12 - Gwynedd

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. New Regional Consumer Product Development

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 undertaking (commercial organisation subject to public authority oversight)