

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/008237-2025>

Planning

## **Birmingham and West Midlands Convention Bureau – Accommodation Booking Service PRELIMINARY MARKET ENGAGEMENT**

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-008237

Procurement identifier (OCID): ocids-h6vhtk-04ea2f

Published 6 March 2025, 3:49pm

This is an old version of this notice. [View the latest version.](#)

### **Scope**

### **Reference**

2025-WMGC-0526

### **Description**

The purpose of this exercise is to identify potential providers, with relevant experience, for this requirement, to gauge interest in a future procurement process, to understand if there are opportunities to improve efficiencies and maximise the revenue opportunity, to understand any costs involved for WMGC and for potential providers to provide information

on their pricing model, costings and timescales for their solution.

This is a Preliminary Market Engagement exercise only at this stage.

### **Contract dates (estimated)**

- 1 April 2025 to 1 April 2026
- 1 year, 1 day

### **Main procurement category**

Services

### **CPV classifications**

- 48100000 - Industry specific software package
- 55110000 - Hotel accommodation services
- 72268000 - Software supply services

### **Contract locations**

- UKG3 - West Midlands

---

## **Engagement**

## **Engagement deadline**

22 March 2025

## **Engagement process description**

The purpose of this exercise is to identify potential providers, with relevant experience, for this requirement, to gauge interest in a future procurement process, to understand if there are opportunities to improve efficiencies and maximise the revenue opportunity, to understand any costs involved for WMGC and for potential providers to provide information on their pricing model, costings and timescales for their solution.

To find further information in relation to this opportunity and access the relevant documentation, please visit <https://in-tendhost.co.uk/wmgrowth/asp/Home>

---

## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

---

## **Contracting authority**

**WEST MIDLANDS GROWTH COMPANY LIMITED**

- Companies House: 01631329

11th Floor The Colmore Building

Birmingham

B4 6AT

United Kingdom

Contact name: Zoe Middleton

Email: [procurement@wmgrowth.com](mailto:procurement@wmgrowth.com)

Region: UKG31 - Birmingham

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