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Contract

## **West Midlands Destination Development Partnership Research & Evaluation**

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2026/S 000-010188

Procurement identifier (OCID): ocds-h6vhtk-05d0d3 ([view related notices](#))

Published 4 February 2026, 4:50pm

### **Scope**

### **Reference**

2025-WMGC-0642

### **Description**

As a nationally accredited destination development partnership, West Midlands DDP has a responsibility to share best practice and identify improvements, not only to optimise regional activity, but also to inform the potential future roll out of DDPs across England and contribute to VisitEngland's leading data and research bank for the visitor economy sector.

Consequently, we wish to appoint a supplier(s) to develop and manage a comprehensive multi-source programme and research and evaluation to celebrate success and share lessons learned. Insights from the research and evaluation will assist the DDP delivery team in understanding the impact of the partnership and provide learning for visitor economy stakeholders both regionally and nationally.

This requirement is divided into two lots – Lot 1 'Evaluation of West Midlands DDP Work-Streams', and Lot 2 'Destination Perceptions & Sentiment'.

Lot 1 focuses on data collection to support detailed evaluation of the impact of projects delivered by West Midlands DDP and developing our already robust evaluation framework so that it can deliver learning that aligns with our forthcoming West Midlands Strategic Tourism Framework.

Lot 2 encompasses primary quantitative research to assess perceptions of the West Midlands as a visitor destination amongst leisure travellers, and local residents who we want to be at the heart of developments to deliver regenerative tourism.

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## **Lot 1. Lot 1 - Evaluation of West Midlands DDP Work-Streams**

### **Description**

Lot 1 focuses on data collection to support detailed evaluation of the impact of projects delivered by West Midlands DDP and developing our already robust evaluation framework so that it can deliver learning that aligns with our forthcoming West Midlands Strategic Tourism Framework.

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**Contract 1. WEST MIDLANDS DESTINATION DEVELOPMENT PARTNERSHIP RESEARCH & EVALUATION - EVALUATION OF WEST MIDLANDS DDP WORK STREAMS 2025/26**

## **Lots**

Lot 1. Lot 1 - Evaluation of West Midlands DDP Work-Streams

## **Supplier**

- [GC Insight Limited](#)

## **Contract value**

- £14,548.75 excluding VAT
- £17,458.50 including VAT

Below the relevant threshold

## **Date signed**

19 January 2026

## **Contract dates**

- 19 January 2026 to 30 June 2026
- 5 months, 13 days

## **Main procurement category**

Services

## **CPV classifications**

- 73210000 - Research consultancy services
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## **Contract 2. WEST MIDLANDS DESTINATION DEVELOPMENT PARTNERSHIP RESEARCH & EVALUATION – DESTINATION PERCEPTIONS & SENTIMENT RESEARCH**

### **Lots**

Lot 1. Lot 1 - Evaluation of West Midlands DDP Work-Streams

### **Supplier**

- [STRATEGIC RESEARCH & INSIGHT LIMITED](#)

### **Contract value**

- £27,900 excluding VAT
- £33,480 including VAT

Below the relevant threshold

### **Date signed**

5 January 2026

### **Contract dates**

- 5 January 2026 to 31 March 2026
- 2 months, 27 days

## **Main procurement category**

Services

## **CPV classifications**

- 73210000 - Research consultancy services

## **Contract locations**

- UKG - West Midlands (England)
- UKG3 - West Midlands

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## **Suppliers**

### **GC Insight Limited**

- Public Procurement Organisation Number: PDHQ-2726-MPXT

90 Great Bridgewater Street

Manchester

M1 5JW

United Kingdom

Email: [tenders@gcinsight.co.uk](mailto:tenders@gcinsight.co.uk)

Region: UKD33 - Manchester

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. WEST MIDLANDS DESTINATION DEVELOPMENT PARTNERSHIP  
RESEARCH & EVALUATION - EVALUATION OF WEST MIDLANDS DDP WORK  
STREAMS 2025/26

## **STRATEGIC RESEARCH & INSIGHT LIMITED**

- Public Procurement Organisation Number: PMZL-7416-JDRT

4 Park Court Mews

Park Place, Cardiff.

CF10 3DQ

United Kingdom

Email: [research@strategic-research.co.uk](mailto:research@strategic-research.co.uk)

Region: UKL22 - Cardiff and Vale of Glamorgan

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 2. WEST MIDLANDS DESTINATION DEVELOPMENT PARTNERSHIP  
RESEARCH & EVALUATION - DESTINATION PERCEPTIONS & SENTIMENT  
RESEARCH

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## **Contracting authority**

### **WEST MIDLANDS GROWTH COMPANY LIMITED**

- Companies House: 01631329

11th Floor The Colmore Building

Birmingham

B4 6AT

United Kingdom

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

Region: UKG31 - Birmingham

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