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Tender

West Midlands Visitor Pass Distribution Partner

WEST MIDLANDS GROWTH COMPANY LIMITED

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-018870

Procurement identifier (OCID): ocds-h6vhtk-050c8b

Published 2 May 2025, 3:53pm

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Scope

Reference

2025-WMGC-0505

Description

The West Midlands Growth Company has a requirement to establish an agreement with one supplier to provide sales, distribution, and marketing services for the Birmingham and West Midlands Pass on a commission only / concession basis.

The Birmingham and West Midlands Pass offers visitors a bundled package of discounts to popular attractions, activities, experiences, bars, restaurants and transportation options.

It is a digital, mobile-friendly solution that gives admission to visitors to multiple attractions with a single ticket, with live data feeds directly into attractions. The pass is available for a fixed period (1 day, 2-day, and 3-day).

The Birmingham and West Midlands Pass is now live and available for customers to purchase from birminghamandwestmidlandspass.com .

To maximise sales of the pass, we need to build a distribution network internationally that includes third-party sellers (OTAs), affiliates (which include local resellers), and content/media/influencers.

By partnering with an expert pass distributor, they can manage this process with the publishers (including the management of the software, financing, and relationships).

We are seeking to contract with one supplier to give us immediate access to this network and to provide the sales, distribution and marketing services required to maximise the benefit, for both parties, in securing additional sales through these routes.

The contract will run for an initial period of 9 months with the option to extend the agreement for a further 12 months, subject to ongoing requirements and satisfactory performance

Total value (estimated)

- £55,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 30 June 2025 to 1 April 2026
- Possible extension to 1 April 2027
- 1 year, 9 months, 2 days

Description of possible extension:

Option to extend for an additional year / 12 months

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services

Participation

Particular suitability

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

Submission

Tender submission deadline

23 May 2025, 1:00pm

Submission address and any special instructions

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

Tenders may be submitted electronically

Yes

Award criteria

Award criteria can be found in the full tender documentation

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

Interested suppliers are able to download all of the relevant tender documentation from our e-procurement supplier portal, Intend. Link as provided.

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

Website: <https://in-tendhost.co.uk/wmgrowth/asp/Home>

Region: UKG31 - Birmingham

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