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Contract

## **BUSINESS EVENTS, MEETINGS, CONFERENCES & EXHIBITIONS - LEAD GENERATION & MANAGEMENT OF THE CONFERENCE AMBASSADOR NETWORK**

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-030205

Procurement identifier (OCID): ocds-h6vhtk-05437d

Published 5 June 2025, 12:27pm

### **Scope**

### **Reference**

2025-WMGC-0561

### **Description**

Specialist consultancy to provide lead generation services for European and International Association conferences as well as providing support for the Conference Ambassador Network to manage and continue to build a pipeline of recruited and prospective ambassadors. This activity aligned with the research work to identify bidding opportunities for association conferences as the Conference Ambassador Network targets academics and industry leaders that have an Association interest/connection.

## **Contract 1**

### **Supplier**

- [Sarah Fleming Associates Limited](#)

### **Contract value**

- £50,000 excluding VAT
- £60,000 including VAT

Below the relevant threshold

### **Date signed**

2 June 2025

### **Contract dates**

- 2 June 2025 to 31 March 2026
- 9 months, 29 days

## **Main procurement category**

Services

## **CPV classifications**

- 73000000 - Research and development services and related consultancy services

## **Contract locations**

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

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## **Procedure**

## Procedure type

Below threshold - without competition

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## Supplier

### Sarah Fleming Associates Limited

65a London Road

Alderly Edge, Cheshire

SK9 7DY

United Kingdom

Email: [sfleming@SFA-connect.com](mailto:sfleming@SFA-connect.com)

Region: UKD62 - Cheshire East

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## Contracting authority

## **WEST MIDLANDS GROWTH COMPANY LIMITED**

- Companies House: 01631329
- Public Procurement Organisation Number: PMVR-8297-WCWN

11th Floor The Colmore Building

Birmingham

B4 6AT

United Kingdom

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

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government