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Tender

Consultant - Strategic Communications for Regional Promotion

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-045715

Procurement identifier (OCID): ocids-h6vhtk-058079

Published 4 August 2025, 3:30pm

Scope

Reference

2025-WMGC-0583

Description

The West Midlands Growth Company (WMGC) is the West Midlands Combined Authority's (WMCA) designated investment promotion agency and destination management organisation.

It attracts businesses, capital, visitors and events to the region to deliver economic growth, increased productivity, employment opportunities and a better quality of life for those that live and work here.

WMGC's role is to support with the delivery of the WMCA's economic strategies, including the Plan for Growth, and the delivery of the ambitions of local places. It utilises its partnership of the public, private and academic sectors to deliver the greatest impact for the economy, local businesses and communities.

The WMGC is owned by the WMCA and its constituent members, with governance that includes private sector partners. wmgrowth.com

The West Midlands Growth Company has a requirement to appoint an external consultant to support with a six-month programme of strategic communications activity to support its overarching objective of Enhancing the Profile and Reputation of the Region.

The brief is to help drive high-level awareness and interest surrounding the West Midlands, particularly from a business, stakeholder and political audience.

The communications programme will run from mid-September 2025 - March 2026.

The consultant shall be retained on a flexible basis, drawing down an average of approximately two (2) days per week, with specific hours and days to be determined as reasonable required by the Company.

Total value (estimated)

- £49,000 excluding VAT
- £58,800 including VAT

Below the relevant threshold

Contract dates (estimated)

- 22 September 2025 to 31 March 2026
- 6 months, 9 days

Main procurement category

Services

CPV classifications

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

Submission

Tender submission deadline

29 August 2025, 12:00pm

Submission address and any special instructions

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

Tenders may be submitted electronically

Yes

Award criteria

Full details of award criteria can be found in the invitation to tender document

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

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

All documents can be obtained by visiting our e-tendering portal. Potential suppliers must be registered and logged in to access the full document set.

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 authority - sub-central government