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Tender

## **Outreach & Lead Generation for the Global Growth Programme**

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-045816

Procurement identifier (OCID): ocids-h6vhtk-0580b4

Published 4 August 2025, 5:20pm

### **Scope**

### **Reference**

2025-WMGC-0587

### **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](http://wmgrowth.com)

To support the next phase of the programme (Global Growth Programme 3.0), we are seeking to appoint a third-party consultancy to design and deliver a lead generation campaign targeting foreign-owned tech companies (with a minimum of 10% foreign ownership).

While the campaign will promote the West Midlands as a key entry and growth point, we are not solely focused on businesses new to the UK. Companies already operating in other parts of the UK are also within scope.

### **Total value (estimated)**

- £60,000 excluding VAT
- £72,000 including VAT

Below the relevant threshold

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

- 15 September 2025 to 31 March 2026
- 6 months, 16 days

### **Main procurement category**

Services

### **CPV classifications**

- 73210000 - Research consultancy services
- 79411000 - General management consultancy services

- 79411100 - Business development consultancy services

## **Contract locations**

- UKG3 - West Midlands

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## **Submission**

### **Tender submission deadline**

22 August 2025, 1:59pm

### **Submission address and any special instructions**

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

### **Tenders may be submitted electronically**

Yes

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## **Award criteria**

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

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## Procedure

### Procedure type

Below threshold - open competition

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## 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.

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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)