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Tender

Incentive Travel Product Development Consultant

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-048321

Procurement identifier (OCID): ocds-h6vhtk-0586d9

Published 13 August 2025, 11:06am

Scope

Reference

2025-WMGC-0577

Description

West Midlands Growth Company (WMGC) invites proposals from experienced incentive travel consultants to support the development and promotion of 8 new, bookable incentive travel products for the West Midlands region.

This project is part of our broader strategy to position the West Midlands as a prime incentive travel destination, complementing our strong business tourism, travel trade and events offer.

The selected consultant will work closely with regional suppliers, Destination Management Companies (DMCs), and stakeholders to create high-quality, market-ready products that appeal to the Incentives market.

Total value (estimated)

- £30,000 excluding VAT
- £36,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 29 September 2025 to 31 March 2026
- 6 months, 2 days

Main procurement category

Services

CPV classifications

- 73200000 - Research and development consultancy services
- 79410000 - Business and management consultancy services
- 79411100 - Business development 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 the award criteria can be found in the Request for Quote document

Procedure

Procedure type

Below threshold - open competition

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 undertaking (commercial organisation subject to public authority oversight)