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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 (view related notices)

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

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Birmingham

B4 6AT

**United Kingdom** 

Email: procurement@wmgrowth.com

Region: UKG31 - Birmingham

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