

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/058431-2025>

Tender

## **Cambridgeshire & Peterborough Visitor Economy - Destination Management Plan**

Cambridgeshire & Peterborough Combined Authority

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

Notice identifier: 2025/S 000-058431

Procurement identifier (OCID): ocids-h6vhtk-059ede ([view related notices](#))

Published 22 September 2025, 11:37am

### **Scope**

### **Reference**

DN791229

### **Description**

The aim of this commission is to help build a compelling and robust storytelling narrative and brand, inspired by the region's varied offer that better reflects the area, and to help develop an overarching Destination Management Plan for the region that can be woven into every touchpoint for the Cambridgeshire & Peterborough's visitor economy to:

- Unlock and promote the region's distinctive heritage and tourism offer - to create a seamless visitor journey underpinned by clear storytelling, local advocacy and connected thematic itineraries, positioning the region as an outstanding destination of both domestic and international appeal.
- Build upon the strength of Cambridge and its existing Destination Management Plan to utilise the asset ensuring regional spread of visitor benefits.

- Strengthen the resilience of the region's visitor economy by driving business growth, addressing skills gaps, and encouraging regenerative tourism, to increase visitor dwell times and spend, encourage longer stays and reduce to seasonal peaks.

The Contract is intended to start week from commencing 13th October 2025 or as otherwise agreed.

The Contract includes an option to extend for a further period or periods up to a total of 6 months, taking the Contract term to a maximum of 12 months.

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

- £100,000 excluding VAT
- £120,000 including VAT

Below the relevant threshold

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

- 13 October 2025 to 12 April 2026
- Possible extension to 12 October 2026
- 1 year

Description of possible extension:

6 months optional extension

### **Main procurement category**

Services

## **CPV classifications**

- 73000000 - Research and development services and related consultancy services
  - 79400000 - Business and management consultancy and related services
- 

## **Lot 1. Lot 1 - Destination Management Plan for Cambridgeshire & Peterborough**

### **Description**

Five-year Destination Management Plan: Setting a clear vision for the growth, promotion and future of our region as a tourism destination

### **Lot value (estimated)**

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

### **Same for all lots**

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

---

## **Lot 2. Lot 2 - Story Telling Narrative and Brand Development**

## Description

Narrative Development: Defining the Story of Cambridgeshire & Peterborough and Bringing the Story to Life

## Lot value (estimated)

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

## Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

---

## Submission

### Tender submission deadline

6 October 2025, 12:00pm

### Submission address and any special instructions

Interested parties are invited to download and engage with the opportunity by;

- Going to: <https://procontract.due-north.com/Opportunities>
- Select Cambridgeshire & Peterborough Combined Authority from the organization list
- Searching for opportunity: Cambridgeshire & Peterborough Visitor Economy - Destination Management Plan; Ref: DN791229

(d) Express an interest

(e) Access and download the Tender documents from the website and respond in accordance with the contained instructions.

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

Yes

---

### **Award criteria**

Below threshold evaluation

---

### **Procedure**

#### **Procedure type**

Below threshold - open competition

---

### **Contracting authority**

#### **Cambridgeshire & Peterborough Combined Authority**

- Public Procurement Organisation Number: PBXV-5726-VWGJ

Cambridgeshire & Peterborough Combined Authority, 2nd floor, Pathfinder House, St Mary's Street

Huntingdon

PE29 3TN

United Kingdom

Contact name: CPCA Procurement

Telephone: +44 1480277180

Email: [procurement@cambridgeshirepeterborough-ca.gov.uk](mailto:procurement@cambridgeshirepeterborough-ca.gov.uk)

Website: <https://cambridgeshirepeterborough-ca.gov.uk/>

Region: UKH12 - Cambridgeshire CC

Organisation type: Public authority - sub-central government