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Contract

Outreach & Lead Generation for the Global Growth Programme

WEST MIDLANDS GROWTH COMPANY LIMITED

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-058645

Procurement identifier (OCID): ocds-h6vhtk-0580b4 ([view related notices](#))

Published 22 September 2025, 4:22pm

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

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.

Contract 1. Contract-Outreach & Lead Generation for the Global Growth Programme

Supplier

- [Scalerr Ltd](#)

Contract value

- £72,000 including VAT

Below the relevant threshold

Date signed

12 September 2025

Contract dates

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

Main procurement category

Services

CPV classifications

- 73200000 - Research and development consultancy services
- 73210000 - Research consultancy services
- 79411000 - General management consultancy services
- 72221000 - Business analysis consultancy services

Key performance indicators

Name	Reporting frequency
NA	1 months

Procedure**Procedure type**

Below threshold - open competition

Supplier

Scalerr Ltd

- Companies House: 14462584

International House

London

N1 7SR

United Kingdom

Telephone: 07762950868

Email: nikki@scalerr.com

Region: UKI41 - Hackney and Newham

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Contract-Outreach & Lead Generation for the Global Growth Programme

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)