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Tender

International & Domestic Marketing Campaigns

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-058954

Procurement identifier (OCID): ocds-h6vhtk-05a04d ([view related notices](#))

Published 23 September 2025, 3:00pm

Scope

Reference

2025-WMGC-0614

Description

About the West Midlands

The West Midlands region encompasses the geography of the West Midlands Combined Authority (WMCA), including Birmingham, Coventry, Wolverhampton, and the boroughs of Dudley, Sandwell, Solihull, and Walsall. Strategically located at the heart of the UK, 90% of the population is within a four-hour drive or train journey.

The region is home to one of the youngest and most diverse populations in Europe, with a growing demographic that is expected to drive future economic growth. It hosts nine universities and produces over 72,000 graduates annually, contributing to a vibrant talent pool.

The West Midlands economy is valued at £77 billion, larger than that of several European countries, and is recognised for its strengths in advanced manufacturing, clean tech,

health tech, digital and creative industries, and next-generation services. It is also England's only EU-recognised Regional Innovation Valley and consistently ranks among the top UK regions for foreign direct investment (FDI).

It Starts Here

The West Midlands Growth Company (WMGC) launched It Starts Here (ISH) – a bold new destination promotion campaign designed to transform perceptions of the West Midlands on the global stage.

Developed in collaboration with organisations across the region, It Starts Here seeks to reinforce and reinvigorate the region's brand as dynamic, progressive and confident within a fiercely competitive international marketplace. The core essence is that this region is where ideas are created, culture builds, innovation is generated and incredible experiences take place.

The campaign has been well received so far with a focus on international corporate sectors. Phase Two is underway, translating to a wider consumer audience through a place and tourism narrative/campaign, and localised deployment through local authorities, universities, and the region's private sector.

WMGC require a marketing campaign that promotes the West Midlands as the destination to visit, study, and do business, leveraging the core ethos of It Starts Here.

Total value (estimated)

- £180,000 excluding VAT
- £216,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 17 November 2025 to 31 March 2026
- 4 months, 14 days

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
 - 79342000 - Marketing services
 - 79413000 - Marketing management consultancy services
-

Lot 1. Domestic Marketing Campaign

Description

Domestic Marketing Campaign - WMGC aims to increase awareness of the West Midlands tourism offer to UK audiences and boost the number of overnight visitors.

Lot value (estimated)

- £30,000 excluding VAT
- £36,000 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. International Marketing Campaign

Description

International Marketing Campaign - We are seeking to partner with an online publisher that is perceived by our audiences as an authority in travel, tourism, business, and culture, to enhance the credibility of our key messaging and accelerate perceptions, while facilitating more detailed and complex storytelling.

Lot value (estimated)

- £150,000 excluding VAT
- £180,000 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.

Participation

Particular suitability

Lot 1. Domestic Marketing Campaign

Lot 2. International Marketing Campaign

Small and medium-sized enterprises (SME)

Submission

Tender submission deadline

20 October 2025, 12:00pm

Submission address and any special instructions

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

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

3 November 2025

Award criteria

Name	Description	Type
Simple description	Award Criteria - Quality 90% / Price 10%	Price

Weighting description

Award Criteria - Quality 90% / Price 10%

Other information

Payment terms

Standard payment terms are 100% on final acceptance / delivery of the services and within 30 days from invoice date.

Description of risks to contract performance

X

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Documents

Associated tender documents

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

Full tender documentation can be found by visiting and registering with

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

Contracting authority

WEST MIDLANDS GROWTH COMPANY LIMITED

- Companies House: 01631329

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Birmingham

B4 6AT

United Kingdom

Email: procurement@wmgrowth.com

Website: <https://wmgrowth.com/>

Region: UKG31 - Birmingham

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