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Tender

Visitor Economy – Business Support for Accessibility & Inclusion

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-062477

Procurement identifier (OCID): ocids-h6vhtk-05a8ac

Published 6 October 2025, 12:17pm

Scope

Reference

2025-WMGC-0635

Description

The West Midlands is proud to have been accredited as one of two national pilot Destination Development Partnerships (DDP). The West Midlands DDP is a collaboration between the Birmingham, Solihull & Black Country Local Visitor Economy Partnership (LVEP) and Coventry & Warwickshire LVEP. It is supported by UK Government funding from the Department for Culture, Media and Sport (DCMS) via VisitEngland.

The West Midlands DDP enables a joined-up regional approach to addressing strategic sector priorities including accessibility and inclusion, skills, sustainability, business and major events, product development, and data and insights. Collaboration between stakeholders across the region means greater impact is delivered via co-ordinated and collective activity, supporting a strong strategic relationship between our LVEPs, VisitBritain/VisitEngland, and DCMS.

The West Midlands DDP is run by West Midlands Growth Company (WMGC), whose purpose is to attract investment, jobs, visitors and businesses to the region. WMGC is owned by the West Midlands Combined Authority and its constituent members, with governance that includes private sector partners: wmgrowth.com

Our ambition is for the West Midlands to be an exemplar when it comes to offering an inclusive visitor welcome. Therefore, making it as easy as possible for disabled people to visit and enjoy our region will be key to our success. We will achieve this by working with an appropriately qualified consultant who can:

- Help more of our regional tourism businesses to create and publish access guides, which provide disabled visitors with the detailed information they need to confidently choose the West Midlands
- Provide training for frontline staff so they feel knowledgeable and empowered in offering a professional, barrier-free, and inclusive welcome
- Support the development of accessible and inclusive itineraries which will attract disabled visitors of all backgrounds, identities, and cultures

Through the activity outlined above, the consultant will raise businesses' confidence and aspirations in delivering accessible and inclusive experiences in anticipation of the 2027 Invictus Games, when the region will once again take to the global stage to welcome disabled visitors and their travelling companions from across the world.

Total value (estimated)

- £35,000 excluding VAT
- £42,000 including VAT

Below the relevant threshold

Contract dates (estimated)

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

Main procurement category

Services

CPV classifications

- 79410000 - Business and management consultancy services
 - 79900000 - Miscellaneous business and business-related services
 - 79996000 - Business organisation services
 - 98110000 - Services furnished by business, professional and specialist organisations
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Lot 1. Lot 1 - Guides, Training & Itinerary Development

Description

Lot 1 - includes the creation of access guides, frontline training, and the development of accessible and inclusive itineraries.

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. Lot 2 - Influencer & Journalist Fam Trips

Description

Lot 2 - includes influencer recruitment and the management of FAM trips.

Lot value (estimated)

- £5,000 excluding VAT
- £6,000 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

Conditions of participation

Lot 1. Lot 1 - Guides, Training & Itinerary Development

Lot 2. Lot 2 - Influencer & Journalist Fam Trips

N/A

Particular suitability

Lot 1. Lot 1 - Guides, Training & Itinerary Development

Lot 2. Lot 2 - Influencer & Journalist Fam Trips

Small and medium-sized enterprises (SME)

Submission

Tender submission deadline

31 October 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

Quality 80% / Price 20%

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

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

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)