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Contract

Visitor Economy Skills & Business Support Audit

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-062604

Procurement identifier (OCID): ocds-h6vhtk-05a8f3

Published 6 October 2025, 4:02pm

Scope

Reference

2025-WMGC-0607

Description

The West Midlands is proud to have been accredited as one of two national pilot Destination Development Partnerships (DDP). This enables two or more Local Visitor Economy Partnerships to work together to offer regional and locally appropriate solutions to national and regional policy and industry priorities.

Our West Midlands DDP workplan includes support for Visitor Economy skills development. In order to achieve this, we need to identify the range of skills that are required by the industry and the gaps in the region's talent.

- This supports the West Midlands' Mayoral regional strategy of 'jobs for everyone'
- It is a key part of rebuilding the region's visitor economy resilience, having lost talent through COVID furloughs and redundancies.

- We need the best talent pool through current economic instability

We require a supplier to assess, through primary and secondary research, the skills requirements and gaps in the visitor economy sector in the West Midlands. We not only want to understand the demand-side better i.e. to identify the skills that employers need from current or future employees, which are currently missing, but also the supply-side barriers - so what employers need to improve in their offer to ensure that disabled workers, or those returning to work after a break are facilitated into the jobs that need to be filled in the visitor economy sector.

Contract 1

Supplier

- The Research Solution Limited

Contract value

- £29,785 excluding VAT
- £33,582 including VAT

Below the relevant threshold

Date signed

1 October 2025

Contract dates

- 6 October 2025 to 31 March 2026
- 5 months, 26 days

Main procurement category

Services

CPV classifications

- 73200000 - Research and development consultancy services

Contract locations

- UKG3 - West Midlands

Procedure

Procedure type

Below threshold - limited competition

Supplier

The Research Solution Limited

7 Keats Avenue, Beechwood Park

Worcester

WR3 8DU

United Kingdom

Email: chris@theresearchsolution.co.uk

Region: UKG12 - Worcestershire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

WEST MIDLANDS GROWTH COMPANY LIMITED

- Companies House: 01631329
- Public Procurement Organisation Number: PMVR-8297-WCWN

11th Floor The Colmore Building

Birmingham

B4 6AT

United Kingdom

Email: procurement@wmgrowth.com

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government