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Tender

Intermediary Engagement Strategy Support

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-063666

Procurement identifier (OCID): ocds-h6vhtk-05ab84 ([view related notices](#))

Published 9 October 2025, 12:04pm

Scope

Reference

2025-WMGC-0597

Description

The West Midlands Growth Company (WMGC) is seeking to appoint an experienced consultancy partner to design and support the delivery of a comprehensive Inward Investment Intermediary Engagement Strategy, with a particular focus on site selectors and location advisors. This reflects our view that the current pipeline from these groups is underrepresented and presents an opportunity for growth. By engaging with intermediaries, WMGC can ensure the West Midlands value proposition is effectively positioned and front of mind when investment decisions are being made.

The consultancy partner will provide expertise in analysis, strategy design, implementation planning, and event delivery, ensuring WMGC has the tools, knowledge, and networks needed to strengthen its intermediary engagement.

This work is particularly important in the context of the UK Government's Investment Zones programme. The West Midlands Investment Zone will offer tangible incentives to

prospective occupiers/investors over the next decade and there is a critical role for site selectors, location advisory professionals and other intermediary groups to play in raising awareness of these incentives and the commercial opportunities that they offer to appropriate prospective investors.

Total value (estimated)

- £50,000 excluding VAT
- £60,000 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

- 73220000 - Development consultancy services
 - 79410000 - Business and management consultancy services
 - 79411100 - Business development consultancy services
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Submission

Tender submission deadline

24 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 - 70% / Price 30%

Procedure

Procedure type

Below threshold - open competition

Contracting authority

WEST MIDLANDS GROWTH COMPANY LIMITED

- Companies House: 01631329

11th Floor The Colmore Building

Birmingham

B4 6AT

United Kingdom

Contact name: Zoe Middleton

Email: procurement@wmgrowth.com

Region: UKG31 - Birmingham

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