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Contract

Incentive Travel Product Development Consultant

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-066594

Procurement identifier (OCID): ocds-h6vhtk-0586d9 ([view related notices](#))

Published 20 October 2025, 10:13am

Scope

Reference

2025-WMGC-0577

Description

West Midlands Growth Company (WMGC) invites proposals from experienced incentive travel consultants to support the development and promotion of 8 new, bookable incentive travel products for the West Midlands region.

This project is part of our broader strategy to position the West Midlands as a prime incentive travel destination, complementing our strong business tourism, travel trade and events offer.

The selected consultant will work closely with regional suppliers, Destination Management Companies (DMCs), and stakeholders to create high-quality, market-ready products that appeal to the Incentives market.

Contract 1. Contract - Incentive Travel Product Development Consultant

Supplier

- [Leopold Marketing](#)

Contract value

- £27,000 excluding VAT
- £32,400 including VAT

Below the relevant threshold

Date signed

26 September 2025

Contract dates

- 29 September 2025 to 31 March 2026
- 6 months, 2 days

Main procurement category

Services

CPV classifications

- 73200000 - Research and development consultancy services
- 79411000 - General management consultancy services
- 79411100 - Business development consultancy services

Procedure

Procedure type

Below threshold - open competition

Supplier

Leopold Marketing

1 Plas Newydd

Stourbridge

DY8 1AZ

United Kingdom

Telephone: 08435065291

Email: leo@leopoldmarketing.com

Region: UKG36 - Dudley

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Contract - Incentive Travel Product Development Consultant

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)