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Tender

West Midlands Tourism Awards 2026 - Event Management

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-066673

Procurement identifier (OCID): ocids-h6vhtk-05cfac ([view related notices](#))

Published 20 October 2025, 12:26pm

Scope

Reference

2025-WMGC-0575

Description

WMGC intend to award a contract to an experienced Event Management Company (EMC) for the full delivery of the West Midlands Awards for Excellence in March 2026 (exact date to be confirmed).

The contract will cover one event cycle, running from December 2025 to 31 March 2026.

The selected EMC will be responsible for the end-to-end planning and delivery of a live awards ceremony for approximately 300 attendees, hosted at a venue within the West Midlands. The EMC must also demonstrate the capability to pivot to a virtual or hybrid format, should external factors prevent an in-person event.

The EMC will manage all aspects of the event delivery, including but not limited to sourcing an event host and entertainment booking, drinks reception and catering, event décor/dressing/staging, AV/lighting, filming and photography, trophies, security, event

support staff, brochures, goody-bag/merch, and project management.

Total value (estimated)

- £50,300 excluding VAT
- £60,360 including VAT

Below the relevant threshold

Contract dates (estimated)

- 8 December 2025 to 31 March 2026
- 3 months, 24 days

Main procurement category

Services

CPV classifications

- 79952000 - Event services

Submission

Tender submission deadline

7 November 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)