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Tender

West Midlands Destination Development Partnership Research & Evaluation

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-067148

Procurement identifier (OCID): ocids-h6vhtk-05d0d3

Published 21 October 2025, 2:52pm

Scope

Reference

2025-WMGC-0642

Description

As a nationally accredited destination development partnership, West Midlands DDP has a responsibility to share best practice and identify improvements, not only to optimise regional activity, but also to inform the potential future roll out of DDPs across England and contribute to VisitEngland's leading data and research bank for the visitor economy sector.

Consequently, we wish to appoint a supplier(s) to develop and manage a comprehensive multi-source programme and research and evaluation to celebrate success and share lessons learned. Insights from the research and evaluation will assist the DDP delivery team in understanding the impact of the partnership and provide learning for visitor economy stakeholders both regionally and nationally.

This requirement is divided into two lots - Lot 1 'Evaluation of West Midlands DDP Work-

Streams', and Lot 2 'Destination Perceptions & Sentiment'.

Lot 1 focuses on data collection to support detailed evaluation of the impact of projects delivered by West Midlands DDP and developing our already robust evaluation framework so that it can deliver learning that aligns with our forthcoming West Midlands Strategic Tourism Framework.

Lot 2 encompasses primary quantitative research to assess perceptions of the West Midlands as a visitor destination amongst leisure travellers, and local residents who we want to be at the heart of developments to deliver regenerative tourism.

Total value (estimated)

- £45,000 excluding VAT
- £54,000 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

- 73200000 - Research and development consultancy services
- 73210000 - Research consultancy services

- 79311400 - Economic research services

Contract locations

- UKG3 - West Midlands
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Lot 1. Lot 1 - Evaluation of West Midlands DDP Work-Streams

Description

Lot 1 focuses on data collection to support detailed evaluation of the impact of projects delivered by West Midlands DDP and developing our already robust evaluation framework so that it can deliver learning that aligns with our forthcoming West Midlands Strategic Tourism Framework.

Lot value (estimated)

- £15,000 excluding VAT
- £18,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 2. Lot 2 - Destination Perceptions & Sentiment

Description

Lot 2 encompasses primary quantitative research to assess perceptions of the West Midlands as a visitor destination amongst leisure travellers, and local residents who we want to be at the heart of developments to deliver regenerative tourism.

Lot value (estimated)

- £30,000 excluding VAT
- £36,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Participation

Particular suitability

Lot 1. Lot 1 - Evaluation of West Midlands DDP Work-Streams

Lot 2. Lot 2 - Destination Perceptions & Sentiment

Small and medium-sized enterprises (SME)

Submission

Tender submission deadline

14 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)