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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): ocds-h6vhtk-05d0d3 ([view related notices](#))

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.

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## **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.

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## **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)

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## **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

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## **Award criteria**

Quality - 80% / Price 20%

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## **Documents**

## Associated tender documents

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

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## Contracting authority

### **WEST MIDLANDS GROWTH COMPANY LIMITED**

- Companies House: 01631329

11th Floor The Colmore Building

Birmingham

B4 6AT

United Kingdom

Email: [procurement@wmgrowth.com](mailto:procurement@wmgrowth.com)

Region: UKG31 - Birmingham

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