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Tender

Incentive Development for Car-Free Visitor Journeys

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-074464

Procurement identifier (OCID): ocds-h6vhtk-05e2a3

Published 17 November 2025, 3:19pm

Scope

Reference

2025-WMGC-0649

Description

Background to this project:

The West Midlands Growth Plan will create a new West Midlands Net Zero Five Year Plan. As a nationally accredited destination development partnership, West Midlands DDP has a responsibility to support and align this through regenerative tourism within the region and to share learning and best practice with other destinations across England.

Therefore, we wish to appoint a consultant, or partner agency, who will work with our regional attractions and venues to develop and market incentives that encourage visitors to arrive via car-free journeys and by using active travel, to support our regional net zero aims.

A range of businesses representing a cross-section of the DDP geography will be selected to work with the appointed supplier to develop and market visitor incentives

which will encourage car-free journeys.

Project Aims

This project will support regenerative tourism within the West Midlands. Firstly, by encouraging more visitors to arrive by train, bus, bike, and foot, it will deliver a sustainability benefit by contributing to efforts to reduce CO2 from private vehicle emissions. Secondly, it will open up access to venues for travellers without a car – thus making everyone welcome – and supporting greater inclusivity.

By working with the appointed supplier, businesses will feel informed and empowered to develop targeted incentives for car-free visits. The supplier will also offer marketing support to businesses to drive awareness and consideration of making car-free visits among target audiences.

This project will build visitor / leisure use of the region's public transport, creating incentives to improve the network connectivity and evidence to close out any 'last mile' barriers, where bus, tram or train connections stop short of visitor attractions and experiences.

Finally, the project will act as a pilot to inspire more businesses across the West Midlands to adopt incentives that will help visitors to travel car-free. Case studies from the project will help businesses to understand how they can contribute to net zero and attract new visitor audiences – achieving positive sustainability outcomes – both environmentally and financially.

Total value (estimated)

- £10,000 excluding VAT
- £12,000 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

- 73220000 - Development consultancy services
- 79411100 - Business development consultancy services

Contract locations

- UKG - West Midlands (England)

Submission

Tender submission deadline

28 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

No Award Criteria

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

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Birmingham

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United Kingdom

Email: procurement@wmgrowth.com

Region: UKG31 - Birmingham

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