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Tender

New Regional Consumer Product Development

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-078030

Procurement identifier (OCID): ocids-h6vhtk-05eaf1 ([view related notices](#))

Published 28 November 2025, 11:46am

Scope

Reference

2025-WMGC-0653

Description

The West Midlands Growth Company has a requirement to develop new consumer product for visitors to the West Midlands' destinations. This will be based on the authentic character of the region, its people and what is on offer to visitors to bring enjoyment, incentive to visit, develop a deeper understanding of the heritage and the culture of the place.

We are seeking to appoint a consultant – or partner agency – who will work with our regional experts, crafters and tour guides to manage the development and route to market for 3 new themes that encourage visitors to stay longer, learn about our heritage, culture and craft skills, and strengthen the association of the WM region with leisure visits.

Concurrently, VisitEngland, the national lead for the visitor economy, is working on two associated projects which may bring insight to this project – and likewise, this project can bring depth to their work:

- New Domestic market segmentation
- International Product / Market research into segments and products that are most likely to drive inbound visits - and where the gaps are across the country

We strongly encourage liaison with the teams running these projects and a limited amount of time built in to work alongside them. WMGC will facilitate these introductions, and they will bring depth to the resulting case studies.

Total value (estimated)

- £50,000 excluding VAT
- £60,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 5 January 2026 to 31 March 2026
- 2 months, 27 days

Main procurement category

Services

CPV classifications

- 73000000 - Research and development services and related consultancy services
- 73220000 - Development consultancy services
- 73300000 - Design and execution of research and development

- 79411100 - Business development consultancy services

Contract locations

- UKG3 - West Midlands

Submission

Tender submission deadline

12 December 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

80% Quality / 20% Price

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

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

Full and unrestricted access to the tender documents can be found by visiting and registering with our electronic tendering system, Intend.

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)