

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/078030-2025>

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): ocds-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**

- 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)