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Tender

## **CRM Migration Support**

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-081172

Procurement identifier (OCID): ocds-h6vhtk-05f215

Published 9 December 2025, 4:10pm

### **Scope**

### **Reference**

2025-WMGC-0666

### **Description**

The West Midlands Growth Company (WMGC) is initiating a two-phase CRM migration and enhancement programme as it picks up additional business functions in April 2026 and is seeking a suitably experienced and qualified supplier / consultancy partner to provide support for this project.

The priority (phase 1) is to transition the Business Support function from the Coventry & Warwickshire Growth Hub's Microsoft Dynamics system into WMGC's Zoho CRM platform before April, followed by six months of consultancy expertise (phase 2) to deliver migration, incorporate additional business functions, and strengthen CRM capability across the organisation.

### **Total value (estimated)**

- £100,000 excluding VAT
- £120,000 including VAT

Below the relevant threshold

### **Contract dates (estimated)**

- 19 January 2026 to 30 September 2026
- 8 months, 13 days

### **Main procurement category**

Services

### **CPV classifications**

- 72212445 - Customer Relation Management software development services

### **Contract locations**

- UKG3 - West Midlands

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## **Submission**

### **Tender submission deadline**

19 December 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)