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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

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

Award criteria

Quality 80% / Price 20%

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

- Companies House: 01631329

11th Floor The Colmore Building

Birmingham

B4 6AT

United Kingdom

Email: procurement@wmgrowth.com

Region: UKG31 - Birmingham

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