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Contract

## Intermediary Engagement Strategy Support

WEST MIDLANDS GROWTH COMPANY LIMITED

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-081391

Procurement identifier (OCID): ocds-h6vhtk-05ab84 ([view related notices](#))

Published 10 December 2025, 11:21am

### Scope

### Reference

2025-WMGC-0597

### Description

The West Midlands Growth Company (WMGC) is seeking to appoint an experienced consultancy partner to design and support the delivery of a comprehensive Inward Investment Intermediary Engagement Strategy, with a particular focus on site selectors and location advisors. This reflects our view that the current pipeline from these groups is underrepresented and presents an opportunity for growth. By engaging with intermediaries, WMGC can ensure the West Midlands value proposition is effectively positioned and front of mind when investment decisions are being made.

The consultancy partner will provide expertise in analysis, strategy design, implementation planning, and event delivery, ensuring WMGC has the tools, knowledge, and networks needed to strengthen its intermediary engagement.

This work is particularly important in the context of the UK Government's Investment

Zones programme. The West Midlands Investment Zone will offer tangible incentives to prospective occupiers/investors over the next decade and there is a critical role for site selectors, location advisory professionals and other intermediary groups to play in raising awareness of these incentives and the commercial opportunities that they offer to appropriate prospective investors.

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## **Contract 1. Intermediary Engagement Strategy Support**

### **Supplier**

- [The Colmore Building](#)

### **Contract value**

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

Below the relevant threshold

### **Date signed**

26 November 2025

### **Contract dates**

- 1 December 2025 to 31 March 2026
- 4 months

## **Main procurement category**

Services

## **CPV classifications**

- 79411100 - Business development consultancy services

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## **Supplier**

### **The Colmore Building**

- Public Procurement Organisation Number: PWLQ-5777-JPMH

One Eleven Edmund Street

Birmingham

B3 2HJ

United Kingdom

Telephone: 02076531600

Email: [Rebecca.Bekkenutte@gateleyglobal.com](mailto:Rebecca.Bekkenutte@gateleyglobal.com)

Region: UKG31 - Birmingham

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Intermediary Engagement Strategy Support

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## **Contracting authority**

### **WEST MIDLANDS GROWTH COMPANY LIMITED**

- Companies House: 01631329

11th Floor The Colmore Building

Birmingham

B4 6AT

United Kingdom

Contact name: Zoe Middleton

Email: [procurement@wmgrowth.com](mailto:procurement@wmgrowth.com)

Region: UKG31 - Birmingham

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

oversight)