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Contract

## **Visitor Economy – Business Support for Accessibility & Inclusion**

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-081402

Procurement identifier (OCID): ocds-h6vhtk-05a8ac ([view related notices](#))

Published 10 December 2025, 11:30am

### **Scope**

### **Reference**

2025-WMGC-0635

### **Description**

The West Midlands is proud to have been accredited as one of two national pilot Destination Development Partnerships (DDP). The West Midlands DDP is a collaboration between the Birmingham, Solihull & Black Country Local Visitor Economy Partnership (LVEP) and Coventry & Warwickshire LVEP. It is supported by UK Government funding from the Department for Culture, Media and Sport (DCMS) via VisitEngland.

The West Midlands DDP enables a joined-up regional approach to addressing strategic sector priorities including accessibility and inclusion, skills, sustainability, business and major events, product development, and data and insights. Collaboration between stakeholders across the region means greater impact is delivered via co-ordinated and collective activity, supporting a strong strategic relationship between our LVEPs, VisitBritain/VisitEngland, and DCMS.

The West Midlands DDP is run by West Midlands Growth Company (WMGC), whose purpose is to attract investment, jobs, visitors and businesses to the region. WMGC is owned by the West Midlands Combined Authority and its constituent members, with governance that includes private sector partners: [wmgrowth.com](http://wmgrowth.com)

Our ambition is for the West Midlands to be an exemplar when it comes to offering an inclusive visitor welcome. Therefore, making it as easy as possible for disabled people to visit and enjoy our region will be key to our success. We will achieve this by working with an appropriately qualified consultant who can:

- Help more of our regional tourism businesses to create and publish access guides, which provide disabled visitors with the detailed information they need to confidently choose the West Midlands
- Provide training for frontline staff so they feel knowledgeable and empowered in offering a professional, barrier-free, and inclusive welcome
- Support the development of accessible and inclusive itineraries which will attract disabled visitors of all backgrounds, identities, and cultures

Through the activity outlined above, the consultant will raise businesses' confidence and aspirations in delivering accessible and inclusive experiences in anticipation of the 2027 Invictus Games, when the region will once again take to the global stage to welcome disabled visitors and their travelling companions from across the world.

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## **Lot 1. Lot 1 - Guides, Training & Itinerary Development**

### **Description**

Lot 1 - includes the creation of access guides, frontline training, and the development of accessible and inclusive itineraries.

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## **Lot 2. Lot 2 - Influencer & Journalist Fam Trips**

### **Description**

Lot 2 - includes influencer recruitment and the management of FAM trips.

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## **Contract 1. Visitor Economy – Business Support for Accessibility & Inclusion - Lot 1 & 2**

### **Lots**

Lot 1. Lot 1 - Guides, Training & Itinerary Development

Lot 2. Lot 2 - Influencer & Journalist Fam Trips

### **Supplier**

- [Disabled Enabled Ltd \(trading as AccessAble\)](#)

### **Contract value**

- £33,350 excluding VAT
- £40,020 including VAT

Below the relevant threshold

## **Date signed**

27 November 2025

## **Contract dates**

- 1 December 2025 to 31 March 2026
- 4 months

## **Main procurement category**

Services

## **CPV classifications**

- 79900000 - Miscellaneous business and business-related services

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## **Supplier**

**Disabled Enabled Ltd (trading as AccessAble)**

- Public Procurement Organisation Number: PQLJ-5488-NVRP

Wilbury Way

Hitchin

SG4 0TW

United Kingdom

Telephone: 01438842710

Email: [david.livermore@AccessAble.co.uk](mailto:david.livermore@AccessAble.co.uk)

Region: UKH23 - Hertfordshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Visitor Economy - Business Support for Accessibility & Inclusion - Lot 1 & 2

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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)