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Tender

Procurement of a Crowdfunding Platform and Associated Services

Sport Wales

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

Notice identifier: 2026/S 000-000128

Procurement identifier (OCID): ocds-h6vhtk-05fef4 ([view related notices](#))

Published 5 January 2026, 9:29am

Scope

Description

Sport Wales is seeking to appoint a Provider for a crowdfunding platform, providing coaching and support to projects need to generate alternative sources of investment to sustain their organisations. The platform must provide a rewards-based incentive approach. The high-level purpose of the crowdfunding platform is to deliver community rewards-based campaigns, for not-for-profit organisations and clubs, under the brand 'A Place for Sport' to:

- Raise awareness of crowdfunding as an alternative source of investment in the sport & physical activity sectors.
- Build capacity & capability in the sector to fundraise, secure grant investment and enhance volunteer skills.
- Develop understanding of social media as a tool to support organisations build resilience.
- Amplify the use of public funding.

This will be done by working with Sport Wales's selected cohort of projects to develop, design and deliver community-based rewards based crowdfunding campaigns, providing coaching and support to them, capture learning on the financial as well as non-financial benefits achieved. The Contract has an anticipated annual value of £30k pa for Sport Wales costs. Any additional ongoing service costs based on user numbers engaging successful with the platform should also be included in the tender submission.

Total value (estimated)

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

Below the relevant threshold

Contract dates (estimated)

- 1 April 2026 to 31 March 2029
- 3 years

Main procurement category

Services

CPV classifications

- 37400000 - Sports goods and equipment
- 48000000 - Software package and information systems
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 92600000 - Sporting services

Contract locations

- UKL - Wales
-

Participation

Conditions of participation

We require a dedicated, Sport Wales branded sport & physical activity crowdfunding platform, which has the capacity to process and support a minimum of 100 new applications per annum of which historically c.90%+ who are supported have completed a successful campaign attracting c.8,000+ supporters. This platform will include the ability to create and submit an online application form, process this application through a dedicated workflow process, capturing relevant data during this process, as well as have the ability to trigger email notifications to applicants and/or Sport Wales. The platform will need to have the option of being accessible via the medium of the Welsh language. The provider is expected to produce:

- A twice annual webinar of no less than 30 minutes which includes a brief overview of what crowdfunding is and providing a peer-to-peer mentoring opportunity. This should be aimed to be delivered at the start of the financial year and again at the midway point to update on any criteria changes and case study success. Each webinar is to be recorded and posted on a public video platform such as YouTube or Vimeo. Provider to work with Sport Wales on ensuring accessibility requirements (i.e. subtitles/transcript) throughout the life of the contract. Webinars are to be promoted via Sport Wales and the provider and targeted social media which must be agreed with Sport Wales prior to their use.
- Freely published and downloadable support materials for prospective funding campaigns to include, but may not be limited to, guides, case studies and other development tools; materials are to be approved by Sport Wales and reviewed as part of monthly collaboration meetings.
- Dedicated expert 1-2-1 point of contact is required to liaise with the Sport Wales team to resolve queries, system issues and user concerns.
- Demonstratable experience in marketing and communications, technology, customer service and working with voluntary community and social enterprise sector organisations.
- Collaborative meetings on at least a monthly basis between Sport Wales and the Provider, discussing progress, ongoing improvements, and issues, including commitments around communications collaborations.
- A reporting mechanism detailing the progress of the fund, investments made, supporter pledges.
- Draft Marketing and Communication plan to be provided with this submission detailing what activities and tools will be used to help promote the fund and market it to the wider sport and physical activity sector. As ongoing communications support this should include social media marketing commitments for the lifespan of the contract and agreement on quarterly case study of successful campaigns, which must be agreed with Sport Wales prior to their use.

Exit Requirements Any remaining data will be passed onto Sport Wales and destroyed upon termination of the Contract.

1. Contract Management Review

Provider must allocate a dedicated account manager. Collaborative meetings, on at least a monthly basis, between Sport Wales and the Provider, discussing progress, ongoing improvements, and issues. Provider to respond to any queries or issues within a 48-hour period (excluding weekends).

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

16 January 2026, 5:00pm

Tender submission deadline

23 January 2026, 5:00pm

Submission address and any special instructions

<https://www.sell2wales.gov.wales/>

Tenders may be submitted electronically

Yes

Award criteria

| Name | Type | Weighting |
|------------|---------|-----------|
| Quality | Quality | 80.00% |
| Commercial | Price | 20.00% |

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=356105

Tender Document - Welsh

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=356106

Tender Document - English

Contracting authority

Sport Wales

- Charity Commission (England and Wales): 524477

Sport Wales National Centre

Cardiff

CF11 9SW

United Kingdom

Contact name: Owen Hathway

Email: owen.hathway@sport.wales

Website: <https://www.sport.wales>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales