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Contract

Digital Adoption Trial 2

Department for Business and Trade

F03: Contract award notice

Notice identifier: 2026/S 000-000668

Procurement identifier (OCID): ocds-h6vhtk-029a8d

Published 6 January 2026, 1:16pm

Section I: Contracting authority

I.1) Name and addresses

Department for Business and Trade

Old Admiralty Building, Whitehall

London

Email

CommercialResearchandConsultancy@businessandtrade.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/department-for-business-and-trade>

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Other activity

Central Government

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Digital Adoption Trial 2

II.1.2) Main CPV code

- 73110000 - Research services

II.1.3) Type of contract

Services

II.1.4) Short description

The Department for Business and Trade (DBT) are keen to help small and medium-sized enterprises (SMEs) become more productive by increasing their levels of digital adoption.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £316,981.45 / Highest offer: £316,981.45 taken into consideration

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The Department for Business and Trade (DBT) are keen to help small and medium-sized enterprises (SMEs) become more productive by increasing their levels of digital adoption.

DBT want to undertake a second recruitment trial and advice trial project, to assess the effectiveness of different advisory approaches and recruitment strategies.

DBT will run a recruitment trial and an advice trial. Trials will test solutions to key motivational and capability barriers (e.g. lack of urgency, risk aversion, lack of awareness and knowledge). Taking lessons from previous programmes, we are keen to deliver these trials regionally, recognising local networks, trusted intermediaries and a better understanding of local issues facing SMEs. These regions will likely be at the Mayoral Combined Authority (MCA) level.

DBT has selected a delivery partner for this project. 'Delivery partner' refers to the local authority that will deliver the advice as part of the advice trial and the recruitment methods, as part of the recruitment trial.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-027493](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 November 2025

V.2.2) Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Verian Group UK Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £316,981.45

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Department for Business and Trade

London

Country

United Kingdom