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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](mailto: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

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### **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](#)

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## **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

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Department for Business and Trade

London

Country

United Kingdom