

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/004993-2026>

Contract

## Development of an Early Years Strategy

Birmingham City Council

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

Notice identifier: 2026/S 000-004993

Procurement identifier (OCID): ocids-h6vhtk-05cd67 ([view related notices](#))

Published 20 January 2026, 4:12pm

## Scope

## Reference

PQ0603

## Description

To develop and produce a comprehensive Early Years Strategy through the engagement of decision-makers and stakeholders to shape priorities and service design. The strategy will enable the Council to draw together a strategic direction to ensure that our statutory responsibilities around improving child outcomes are achieved.

The organisation would be expected to work with the Early Years and Childcare Service and lead, develop, co-produce and write an Early Years Strategy to provide a comprehensive framework for the development and implementation of effective early years services across the city with a focus on raising outcomes for children at age 5 and ensuring they are ready for school.

This strategy is required to ensure that all strategic initiatives are aligned with the Council's goals and objectives, and to provide a clear roadmap for achieving these goals.

The strategy will also help to identify key areas for improvement and to prioritise resources and efforts accordingly.

---

## **Contract 1. Development of an Early Years Strategy**

### **Supplier**

- [Amber Publications & Training Ltd](#)

### **Contract value**

- £88,590 excluding VAT
- £106,381 including VAT

Below the relevant threshold

### **Date signed**

20 January 2026

### **Contract dates**

- 20 January 2026 to 30 April 2026
- 3 months, 12 days

## **Main procurement category**

Services

## **CPV classifications**

- 79411100 - Business development consultancy services
- 85312110 - Child daycare services

## **Contract locations**

- UKG31 - Birmingham

---

## **Procedure**

### **Procedure type**

Below threshold - open competition

---

## **Supplier**

### **Amber Publications & Training Ltd**

- Public Procurement Organisation Number: PRTN-2868-MPBW

CREC - The Centre for Research in Early Childhood, St Thomas Children's Centre, Bell Barn Road

Birmingham

B15 2AF

United Kingdom

Email: [s.delaney@crec.co.uk](mailto:s.delaney@crec.co.uk)

Region: UKG31 - Birmingham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Development of an Early Years Strategy

---

## Contracting authority

### Birmingham City Council

- Public Procurement Organisation Number: PCJJ-4826-QMLZ

Council House, 1 Victoria Square

Birmingham

B1 1BB

United Kingdom

Contact name: Commercial and Procurement Services

Email: [etendering@birmingham.gov.uk](mailto:etendering@birmingham.gov.uk)

Website: <http://www.in-tendhost.co.uk/birminghamcc>

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government