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Planning

Baby Bundles

Llywodraeth Cymru / Welsh Government

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-008826

Procurement identifier (OCID): ocids-h6vhtk-04ebcb ([view related notices](#))

Published 11 March 2025, 4:36pm

Scope

Reference

C221/2024/2025

Description

The Welsh Government will shortly be commencing a procurement exercise for the sourcing of products, registration, assembly, storage and delivery of baby bundles in Wales. The Tender Notice will be issued late March/early April 2025.

Baby bundles is a Welsh Government initiative to provide a 'welcome to the world' gift, comprising of a range of products for the child's first months. The bundle will be provided free of charge to all new and expectant parents residing in core Flying Start areas within Wales.

Total value (estimated)

- £10,000,000 excluding VAT
- £12,000,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 August 2025 to 31 October 2030
- 5 years, 3 months

Main procurement category

Goods

CPV classifications

- 33750000 - Baby care products
- 64121200 - Parcel delivery services
- 79822500 - Graphic design services
- 79810000 - Printing services
- 79342200 - Promotional services
- 79920000 - Packaging and related services
- 79823000 - Printing and delivery services
- 18411000 - Baby clothing

Contract locations

- UKL - Wales

Engagement

Engagement deadline

28 March 2025

Engagement process description

A virtual market engagement event is due to take place on Microsoft Teams at 2pm on Tuesday 25th March 2025. To register your interest and receive an invite for this event, please email babybundles@gov.wales

If you are unable to attend, slides can be shared and feedback received via email up to 28th March 2025. Please let us know if you would like to receive a copy of the slides, by contacting the baby bundles mailbox.

Participation

Particular suitability

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

Submission

Publication date of tender notice (estimated)

2 April 2025

Contracting authority

Llywodraeth Cymru / Welsh Government

- Public Procurement Organisation Number: PQYQ-3841-BHTP

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services

Cardiff

CF10 3NQ

United Kingdom

Contact name: ANGHARAD SIMMONDS

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Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales