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Tender

Baby Bundles

Llywodraeth Cymru / Welsh Government

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

Notice identifier: 2025/S 000-012477

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

Published 2 April 2025, 12:06pm

Scope

Reference

C221/2024/2025

Description

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.

The contract will have the potential for a requirement of around 8,000 bundles per year. It is important to note the projected number of baby bundles is subject to change. The estimated spend over 5 years is in the region of £11.25m inclusive of VAT.

A draft list of items which may be required for the bundles has been included:

Baby clothes Newborn:

- Cotton hat

0-3 months:

- Jersey trousers x 2
- Socks x 2 pairs
- Long sleeved body suit x 2
- Short sleeved body suit x 2
- Long sleeved sleep suit

3-6 months:

- All in one daysuit
- Jersey trousers x 2
- Long sleeved sleep suit
- Socks x 2 pairs
- Short sleeved body suit x 2

Maternal care items - Maternity pads - box of 12

- Reusable breast pads - box of 24

Baby care items - Thermometer wand

- Bath and room thermometer

Sleep items - Cellular blanket x 2

Other - Hooded bath towel

- Teether
- Bib x 2
- Muslin cloths x 3
- Play mat

- Book/s

The Welsh Government will be seeking to contract with a single organisation/consortium to provide (or sub-contract to provide) the following likely elements of the baby bundles initiative. (Please note this is early thinking and a detailed specification of full requirements will be provided at the time of issuing the Tender Notice):

1. Co-ordination of the registration, order processing and acknowledgements process - this will include the production and distribution of awareness raising / promotional material and the registration documents at specified times pre-birth.
2. Development of an online registration system which will allow customers to register for the baby bundle.
3. Sourcing the contents for inclusion and the packaging for the bundles, supplying and then assembling the bundles. Suppliers must be able to source all items, and each item must meet the specified industry safety and EC standards and accreditations.
4. Delivery - responsible for scheduling and confirming deliveries. The co-ordination of delivery in an environmentally friendly way.
5. Demonstrating existing, well developed supply chains, established freight and border arrangements.
6. Storage of all items and the bundles including holding sufficient stock.
7. Having the facility (or can sub-contract) to ensure items and/or packaging feature particular designs.
8. To determine how the bundle will be presented e.g. the outer packaging. It is desirable that the packaging be environmentally friendly.
9. Ensure that aftercare is in place, including a bilingual customer contact point/helpline to ensure enquiries, customer support, and/or cancellations of bundles are dealt with in the language of preference (English/Welsh).

This contract is intended to be for five years, with a break clause at the end of years two, three and four. We require the successful supplier to be ready to distribute the bundles from November 2025.

Total value (estimated)

- £9,375,000 excluding VAT
- £11,250,000 including VAT

Above the relevant threshold

Contract dates (estimated)

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

Main procurement category

Services

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

Participation

Particular suitability

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

Submission

Enquiry deadline

7 May 2025, 2:00pm

Tender submission deadline

14 May 2025, 2:00pm

Submission address and any special instructions

<https://supplierlive.proactisp2p.com>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

- Welsh
- English

Award decision date (estimated)

21 July 2025

Award criteria

Name	Type	Weighting
Technical	Quality	60.00%
Social value	Quality	20.00%
Price	Price	20.00%

Other information**Conflicts assessment prepared/revised**

Yes

Procedure**Procedure type**

Open procedure

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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Website: <http://gov.wales>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales