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Contract

SMART Digital & Productivity Accelerator

Llywodraeth Cymru / Welsh Government

F03: Contract award notice

Notice identifier: 2025/S 000-022263

Procurement identifier (OCID): ocids-h6vhtk-04d427

Published 16 May 2025, 2:19pm

Section I: Contracting authority

I.1) Name and addresses

Llywodraeth Cymru / Welsh Government

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services, Parc Cathays / Cathays Park

Caerdydd / Cardiff

CF10 3NQ

Email

cpsprocurementadvice@gov.wales

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<https://www.gov.wales/>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

SMART Digital & Productivity Accelerator

Reference number

C117/2024/2025

II.1.2) Main CPV code

- 72221000 - Business analysis consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

The Client is seeking to engage with quality providers to deliver a service that will provide industry specific diagnostics and specialised support to organisations in Wales. To enable and support Welsh organisations to improve productivity and accelerate NPD through embracing digital technologies, employing an Industry 5.0 approach to create a more resilient and sustainable business base.

The service will cover two types of specialist support:

- Advice on Digital methods for improving Productivity
- Advice on Digital methods for accelerating New Product Development

The main objectives of the service are:

To support Welsh organisations as directed by the Welsh Government, who wish to improve their understanding and use of digital technologies and productivity tools, by introducing relevant actions, technology and expertise.

To introduce new and enhanced digital activities in key areas to support organisations to develop and commercialise new and improved products and processes.

The service will also introduce organisations to the Well-being of Future Generations explaining the relevance of the Sustainable Development principle and the Five Ways of

Working.

The successful bidder will be awarded an initial 12-month contract with the option to extend annually for a further 2 years on a plus 12-months plus 12 months basis. A maximum budget of up to GBP 277,500 per annum (excluding VAT) has been allocated to deliver the contract with a maximum contract value available of up to GBP 832,500 if the extensions are enacted. Please be aware this is a demand led service, therefore there is no guaranteed level of expenditure. The maximum value is based on historical need for the contract and the maximum funding we have available.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £832,500

II.2) Description

II.2.2) Additional CPV code(s)

- 72221000 - Business analysis consultancy services
- 72224000 - Project management consultancy services
- 72246000 - Systems consultancy services
- 73220000 - Development consultancy services
- 79400000 - Business and management consultancy and related services
- 79410000 - Business and management consultancy services
- 79411100 - Business development consultancy services
- 79415000 - Production management consultancy services
- 79415200 - Design consultancy services
- 79900000 - Miscellaneous business and business-related services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

This procurement exercise is being conducted on behalf of the Welsh Ministers to establish a contract for Smart Digital & Productivity Accelerator. The successful bidder will be awarded an initial 12-month contract with the option to extend annually for a further 2 years and a 12 months plus 12-months basis. A maximum budget of up to GBP 277,500 per annum (excluding VAT) has been allocated to deliver the contract. Please be aware this is a demand led service, therefore there is no guaranteed level of expenditure. The maximum value is based on historical need for the contract and the maximum funding we have available.

E-Tender Information:

<https://etenderwales.bravosolution.co.uk>

- The first person from your Organisation to use the Platform will be required to register on behalf of the Organisation.
- Registration involves accepting a User Agreement, and providing basic information about your Organisation and about the User performing the Registration.
- The User who performs the Registration becomes the Super User for the Organisation.
- On registering on the Platform the Super User will select a Username and will receive a password.
- The Password will be sent by e-mail to the email address that was specified in the User Details section of the Registration page.
- In order to log-in to the Platform please enter your Username and Password.
- Note: If you forget your Password then visit the homepage and click "Forgot your password?"
- Registration should only be performed once for each Organisation.
- If you think that someone in your Organisation may have already registered on this Platform then you must not register again.
- Please contact the person who Registered (i.e. the Super User) in order to arrange access to the Platform.
- Contact the Helpdesk immediately if you are unable to contact the Super User (for example if they have left your Organisation).

- Note: If your Organisation is already registered on the Platform then you must not make any additional registration. Please contact the Helpdesk to gain access to the Platform.
- Tenders must be uploaded to the BravoSolution portal by 2pm

How To Find The ITT:

- Once logged in you must click on 'ITT's Open to all Suppliers'
- The e-tender references for this contract are: itt_115062 - WELSH GOVERNMENT - C117/2024/2025 - SMART Digital & Productivity Accelerator.
- Click on the title to access summary details of the contract. If you are still interested in submitting a tender, click the 'Express an Interest button'. This will move the ITT from the 'Open to all Suppliers' area to the 'My ITT's' on the home page.
- You will then see the full details of the ITT in the qualification and technical envelopes along with any relevant documents in the 'Attachments' area.
- Should you have any questions on the ITT, please use the 'Messages' area to contact the buyer directly – Please do not contact the named person at the top of this notice.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 80

Price - Weighting: 20

II.2.11) Information about options

Options: Yes

Description of options

Option to extend for a further 1 + 1 years @ GBP 277,500 per annum with a maximum contract value of GBP 832,500.

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

Open 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: [2025/S 000-001681](#)

Section V. Award of contract

Contract No

C117/2024/2025

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 May 2025

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 6

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

V.2.3) Name and address of the contractor

ITERATE Design and Innovation

Riverside Court, Beaufort Park

Chepstow

NP165UH

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £277,500

Total value of the contract/lot: £277,500

Section VI. Complementary information

VI.3) Additional information

(WA Ref:151026)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom