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Planning

## **Management of the Information and Advice Quality Framework for Wales (IAQF) Services**

Llywodraeth Cymru / Welsh Government

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

Notice identifier: 2025/S 000-026698

Procurement identifier (OCID): ocds-h6vhtk-0523ad

Published 23 May 2025, 3:20pm

### **Scope**

### **Description**

The Welsh Government developed the Information and Advice Quality Framework for Wales (IAQF) in response to the serious concern that there was a lack of consistency and understanding amongst providers of what constitutes a quality information and advice service, and this was a barrier to collaborative working.

The IAQF was published in 2019 and many independently owned Advice Quality Standards operating in the UK have now applied for and been awarded IAQF Approved Accrediting Body status. An advice provider in Wales who holds a quality standard awarded by an IAQF accredited body is able to display the IAQF logo, demonstrating that their service has been independently assessed as meeting the Welsh Government's expectations of a quality assured advice service.

The IAQF continues to seek to provide a consistent approach to ensuring and assuring quality information, advice and guidance for the people of Wales.

The IAQF Wales has been designed on the agreed components of good quality information and advice found within existing quality standards and seven Quality Areas.

In 2022, Welsh Government supported the review of the IAQF and the associated accreditation processes and improved both as necessary. Further information can be found <https://www.gov.wales/information-and-advice-quality-framework-html>.

The Welsh Government believe people of Wales should be served by quality assured advice services and gave a commitment that it intended to only grant fund generalist and specialist advice services who hold an Advice Quality Standard awarded by an IAQF Accredited Body. This commitment can be seen in the recent recommissioning of the Welsh Government's Single Advice Fund services.

The Welsh Government is now seeking to appoint an independent partner to manage the IAQF Independent Assessment Service for up to 3 years.

The successful bidder will be required to provide a range of support services through the new contract which will include:

- Management of all processes relating to the successful operation of the Information and Advice Quality Framework for Wales (IAQF) Independent Assessment Service;
- Managing the reassessment process of existing IAQF Accredited Bodies for Standards Owners who wish to become quality assured under an Advice Quality Standard with the IAQF.
- Provide guidance, support and advice to Standard Owners.
- Develop and implement a Wales wide communication strategy to raise awareness of the IAQF amongst stakeholders,
- Engage with other funders of advice services, including local authorities, to promote and encourage the use of Welsh Government's approach and prioritise funding for advice providers who hold an Advice Quality Standard awarded by an IAQF Accredited Body.
- Deliver advice and practical support to advice service providers, helping them apply for a quality standard for the first time.
- Provide expert advice to Welsh Government to improve the service.
- Explore options on ways to help smaller providers who may be financially challenged to achieve the accreditation.

The successful bidder will be awarded an initial 12-month contract with options to extend for a further 12 + 12 months for up to 3 years. A budget of up to GBP 80,000 exc. VAT is available per annum, with a potential total contract value of up to GBP 240,000 excluding VAT if the extension options are awarded.

Full details of the opportunity will be included in the tender documentation which we anticipate will be published in Summer 2025. Please record your interest to bid for this opportunity via this sell2wales Preliminary Market Engagement notice.

### **Contract dates (estimated)**

- 1 October 2025 to 30 September 2026
- Possible extension to 30 September 2028
- 3 years

### **Main procurement category**

Services

### **CPV classifications**

- 72225000 - System quality assurance assessment and review services
- 72220000 - Systems and technical consultancy services

### **Contract locations**

- UKL - Wales

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## **Engagement**

### **Engagement deadline**

9 June 2025

## **Engagement process description**

Full details of the opportunity will be included in the tender documentation which we anticipate will be published in Summer 2025. Please record your interest to bid for this opportunity via this sell2wales Preliminary Market Engagement notice.

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## **Participation**

### **Particular suitability**

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

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## **Submission**

### **Publication date of tender notice (estimated)**

1 July 2025

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## **Contracting authority**

**Llywodraeth Cymru / Welsh Government**

- Public Procurement Organisation Number: PQYQ-3841-BHTP

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services

Cardiff

CF10 3NQ

United Kingdom

Email: [cpsprocurementadvice@gov.wales](mailto:cpsprocurementadvice@gov.wales)

Website: <http://gov.wales>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales