

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/036696-2025>

Award

Baby Bundles

Llywodraeth Cymru / Welsh Government

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-036696

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

Published 2 July 2025, 11:08am

Scope

Reference

C221/2024/2025

Description

Contract Award Notice - 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.

Contract 1. Baby Bundles

Supplier

- [Allied Publicity Services \(Manchester\) Limited](#)

Contract value

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

Above the relevant threshold

Award decision date

30 June 2025

Date assessment summaries were sent to tenderers

30 June 2025

Standstill period

- End: 11 July 2025
- 8 working days

Earliest date the contract will be signed

14 July 2025

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

Information about tenders

- 8 tenders received
- 6 tenders assessed in the final stage:
 - 6 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 5 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Supplier

Allied Publicity Services (Manchester) Limited

- Companies House: 681528

Chetham House

Stockport

SK3 0ZP

United Kingdom

Email: tenders@theapsgroup.com

Region: UKD35 - Greater Manchester South East

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Baby Bundles

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

Email: angharad.simmonds@gov.wales

Website: <http://gov.wales>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales