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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.

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## **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

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### **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)

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## Procedure

### Procedure type

Open procedure

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## Supplier

### Allied Publicity Services (Manchester) Limited

- Companies House: 681528

Chetham House

Stockport

SK3 0ZP

United Kingdom

Email: [tenders@theapsgroup.com](mailto: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

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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

Contact name: ANGHARAD SIMMONDS

Email: [angharad.simmonds@gov.wales](mailto: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