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

**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: <a href="mailto:tenders@theapsgroup.com">tenders@theapsgroup.com</a>

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: <a href="mailto:angharad.simmonds@gov.wales">angharad.simmonds@gov.wales</a>

Website: <a href="http://gov.wales">http://gov.wales</a>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales