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Contract

Digital Dash (UK4)

Westminster City Council

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-048374

Procurement identifier (OCID): ocids-h6vhtk-0502fc ([view related notices](#))

Published 13 August 2025, 12:18pm

Scope

Reference

ITT_30341

Description

Digital Dash is a competition and training programme for young people (aged 16-30). Digital dash looks to improve the future employment prospects of its participants by teaching them new skills (digital and soft skills) and by connecting them with employers for mentoring and future opportunities.

Contract 1. Digital Dash

Supplier

- Ada, the National College for Digital Skills

Contract value

- £99,338 excluding VAT
- £119,206 including VAT

Above the relevant threshold

Date signed

18 June 2025

Contract dates

- 27 August 2025 to 26 August 2026
- Possible extension to 26 August 2028
- 3 years

Description of possible extension:

The Contract will include the option to extend for a further 2 x 1 years. Any extension is subject to budget approval.

Main procurement category

Services

CPV classifications

- 80500000 - Training services

Contract locations

- UKI - London

Key performance indicators

Name

Recruit 20 participants to each Dash

Share engagement plans with WCC by the timelines outlined within the spec

Deliver engagement plans by the timelines outlined within the spec

At least 70% of participants to be between 16-24 (the others can be 25 to 30).

100% of unsuccessful applicants to receive signposting to support.

Appoint 8 mentors with appropriate skills (see spec) from 4 different employers for each Dash.

100% of mentors to attend every session

80% of participants to attend every session

100% of employers to provide 2 hours of support per week outside of the planned sessions.

Share dash plans by the timelines outlined within the spec.

Deliver dash within timelines outlined within the spec.

Deliver 100% of dash sessions within timelines

100% completion rate of experience forms to be completed at week 1, week 6, week 12.

60% of participants to attend their 6-month post dash meeting

45% of dash participants to have improved educational or employment outcomes after 6 months

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Supplier

Ada, the National College for Digital Skills

- Companies House: 08763964

1 Sutherland Street

London

SW1V 4LD

United Kingdom

Email: tom@ada.ac.uk

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): Yes

Supported employment provider: No

Public service mutual: Yes

Contract 1

Contracting authority

Westminster City Council

- Public Procurement Organisation Number: PJVD-6261-BPPJ

64 Victoria Street

London

SW1E 6QP

United Kingdom

Email: procurementteammailbox@westminster.gov.uk

Website: <https://www.westminster.gov.uk/>

Region: UKI32 - Westminster

Organisation type: Public authority - sub-central government