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Contract

## **T Level Ambassador Network (TAN) Regional Strategic Co-ordination Service**

Department for Education

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

Notice identifier: 2025/S 000-057262

Procurement identifier (OCID): ocds-h6vhtk-051360 ([view related notices](#))

Published 17 September 2025, 11:49am

### **Scope**

### **Description**

The Department for Education (DfE) sought a single supplier to support and maintain the transition of the T Level Ambassador Network (TAN) from a single tier national network to a national network with a regional substructure. This will be a contract for an initial 2 years with the possibility to extend for a further 1 year.

TAN currently comprises over 900 volunteer ambassadors from employers, providers, students, and other stakeholders who promote T Levels.

The purpose of the contracted service is to enhance the impact and reach of the TAN by establishing and managing three regional sub-networks (North, Midlands, South), while maintaining national consistency and strategic alignment.

Summary of key requirements:

- Introduce and embed the regional substructure in collaboration with DfE and TAN leadership.

- Develop and deliver tailored operational plans for each region.
  - Coordinate and support ambassador activity to increase reach and effectiveness.
  - Strengthen regional employer engagement and address local skills needs.
  - Ensure regional activities align with national goals and foster sustainable local partnerships.
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## **Contract 1. T Level Ambassador Network (TAN) Regional Strategic Co-ordination Service**

### **Supplier**

- SDN ENTERPRISES LIMITED

### **Contract value**

- £362,154 excluding VAT
- £434,585 including VAT

Above the relevant threshold

### **Date signed**

27 August 2025

## **Contract dates**

- 1 September 2025 to 31 August 2027
- Possible extension to 31 August 2028
- 3 years

Description of possible extension:

Optional 1 year extension. Subject to the Departments position

## **Main procurement category**

Services

## **CPV classifications**

- 80000000 - Education and training services

## **Contract locations**

- UKC - North East (England)
- UKD - North West (England)
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKJ - South East (England)
- UKK - South West (England)

## Key performance indicators

Name	Description	Reporting frequency
Introduce and embed the three regional subnetworks	All 3 regions will be fully operational by 1 October 2025. Achieve a 95% satisfaction rate among ambassadors regarding their experience of the regionalisation process and induction, (measured via the annual survey for the period of 1-September 2025 to 31 October 2025).	1 months
Design and deliver an operational plan for each region.	For each region: within the first 12 months, identify (geographic, sector and activity) gaps in T-level ambassador coverage through mapping activities, and recruit ambassadors to address 100% of these gaps. Ensure these gaps remain filled throughout the contract period. Deliver 100% of the regional operational plans by the end of the 2-year contract period.	1 months
Manage the day-to-day running of the network	Each region to achieve a 95% satisfaction rate among ambassadors regarding strategic co-ordinator support (measured via annual survey of all region's ambassadors). Ensure a minimum of 75% of the region's ambassadors submit timely, accurate data/evidence about their activities on a quarterly basis. Each region to achieve a 95% satisfaction rate by stakeholders who have requested an ambassador attend an event	1 months

Name	Description	Reporting frequency
Communicate and engage widely.	Within the first 6 months, achieve and then sustain a 95% success rate for external requests for ambassador support at events. Stimulate ambassadors to achieve 5m engagements through social media, events and campaigns by July 2027. Of the 5m engagements, 10,000 will be attendees at either in person or virtual events.	1 months

## Signed contract documents

[TAN Regional Strategic Co-ordinator Service\\_Redacted.pdf](#)

## Other information

### Conflicts assessment prepared/revised

Yes

## Procedure

### Procedure type

Open procedure

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## Supplier

### **SDN ENTERPRISES LIMITED**

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1 Bayview, Sandgate

Folkestone

CT20 3TE

United Kingdom

Email: [hello@strategicdevelopmentnetwork.co.uk](mailto:hello@strategicdevelopmentnetwork.co.uk)

Region: UKJ44 - East Kent

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

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## Contracting authority

**Department for Education**

- Public Procurement Organisation Number: PDZG-3487-DPVD

Sanctuary Buildings, 20 Great Smith Street

London

SW1P3BT

United Kingdom

Email: [commercialdelivery.skills@education.gov.uk](mailto:commercialdelivery.skills@education.gov.uk)

Region: UKI32 - Westminster

Organisation type: Public authority - central government