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Tender

Development of an Early Years Strategy

Birmingham City Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-065634

Procurement identifier (OCID): ocds-h6vhtk-05cd67 ([view related notices](#))

Published 15 October 2025, 2:45pm

Scope

Reference

PQ0603

Description

Birmingham City Council (the Council) is seeking to appoint an organisation to develop and produce a comprehensive Early Years Strategy through the engagement of decision-makers and stakeholders to shape priorities and service design. The strategy will enable the Council to draw together a strategic direction to ensure that our statutory responsibilities around improving child outcomes are achieved.

The report needs to be finalised and ready for publication by March 2026.

The organisation would be expected to work with the Early Years and Childcare Service and lead, develop, co-produce and write an Early Years Strategy to provide a comprehensive framework for the development and implementation of effective early years services across the city with a focus on raising outcomes for children at age 5 and ensuring they are ready for school.

This strategy is required to ensure that all strategic initiatives are aligned with the Council's goals and objectives, and to provide a clear roadmap for achieving these goals. The strategy will also help to identify key areas for improvement and to prioritise resources and efforts accordingly.

Total value (estimated)

- £93,300 excluding VAT
- £111,960 including VAT

Below the relevant threshold

Contract dates (estimated)

- 1 December 2025 to 31 March 2026
- 3 months, 31 days

Main procurement category

Services

CPV classifications

- 79411100 - Business development consultancy services
- 85312110 - Child daycare services

Contract locations

- UKG31 - Birmingham

Submission

Enquiry deadline

29 October 2025, 12:00pm

Tender submission deadline

5 November 2025, 12:00pm

Submission address and any special instructions

This Request for Quotations is being issued using the Council's e-tendering system 'In-tend' and organisations must ensure that they are registered users. The procurement process will be managed using this system and therefore all bids must be submitted by Tenderers via the 'in-tend' system. <https://in-tendhost.co.uk/birminghamcc>

Registration and use of in-tend is free. All correspondence for this procurement process must be via the in-tend correspondence function and you should not contact any individual directly either by email or by telephone. If you are already a registered user, you do not have to re-register. If you are unable to register with in-tend or are experiencing difficulties, please email the etendering@birmingham.gov.uk. Deadline for request for quotation is noon on 5th November 2025.

Tenders may be submitted electronically

Yes

Award criteria

The award criteria carries a total weighting of 100%, this is split between Quality and Price. The overall weighting for the quality criteria is 80%. The overall weighting for the price criteria is 20%. For full details please refer to the quotation documents.

Procedure

Procedure type

Below threshold - open competition

Contracting authority

Birmingham City Council

- Public Procurement Organisation Number: PCJJ-4826-QMLZ

Council House, 1 Victoria Square

Birmingham

B1 1BB

United Kingdom

Contact name: Commercial and Procurement Services

Email: etendering@birmingham.gov.uk

Website: <http://www.in-tendhost.co.uk/birminghamcc>

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government