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Contract

## **National Evaluation of Flying Start**

Llywodraeth Cymru / Welsh Government

F03: Contract award notice

Notice identifier: 2025/S 000-075934

Procurement identifier (OCID): ocds-h6vhtk-0485d7

Published 21 November 2025, 10:59am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Llywodraeth Cymru / Welsh Government

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services, Parc Cathays / Cathays Park

Caerdydd / Cardiff

CF10 3NQ

#### **Email**

[victoria.seddon@gov.wales](mailto:victoria.seddon@gov.wales)

#### **Telephone**

+44 3000257095

#### **Country**

United Kingdom

#### **NUTS code**

UKL - Wales

**Internet address(es)**

Main address

<http://wales.gov>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0007](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007)

**I.4) Type of the contracting authority**

National or federal Agency/Office

**I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

National Evaluation of Flying Start

Reference number

C225/2023/2024

#### **II.1.2) Main CPV code**

- 73110000 - Research services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Welsh Government wishes to commission a three-year National Evaluation of Flying Start. Flying Start is the Welsh Government's targeted Early Years programme for families with children under 4 years of age who live in some of the most disadvantaged areas of Wales. Flying Start aims to make a decisive difference to the life chances of children by mitigating the impact of poverty, which is linked to poor life outcomes in early childhood, including health outcomes. The Programme comprises four elements:

- Funded part-time, high-quality childcare for 2-3 year olds;
- Enhanced Health Visitor support;
- Access to parenting support; and
- Support for speech, language and communication development.

The evaluation will build on the previous evaluations by gaining a greater insight into the experiences of Flying Start families, particularly in relation to any perceived differences and impacts the programme may have made. This evaluation will also explore the possibility of and look to undertake a counterfactual analysis using data that will be available through the Secure Anonymised Information Linkage databank (SAIL) on Flying Start services in each Local Authority.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £196,200

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 73110000 - Research services
- 73100000 - Research and experimental development services

### **II.2.3) Place of performance**

NUTS codes

- UKL - Wales

### **II.2.4) Description of the procurement**

Bidders are invited to submit Bids to be awarded the Contract for National Evaluation of Flying Start. The Contract is for the delivery of research services as described in the Specification.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 000-023728](#)

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## **Section V. Award of contract**

### **Contract No**

C225/2024/2025

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

18 November 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

ALMA ECONOMICS LIMITED

43 Tanner Street

London

SE13PL

Telephone

+44 208133319

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £196,200

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## **Section VI. Complementary information**

### **VI.3) Additional information**

-Please note that this contract was advertised in 2024, and the award was made following an open process in November 2024. This is an award notice for that procurement.

(WA Ref:158395)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom