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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): ocids-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

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

I.4) Type of the contracting authority

National or federal Agency/Office

I.5) Main activity

General public services

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

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](#)

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

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