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Cymru Gryfach.



Smarter Procurement.
Stronger Wales.



Llywodraeth Cymru
Welsh Government

Stakeholder Toolkit



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Welcome to the Welsh Government Procurement Campaign Toolkit.

This toolkit is designed to empower stakeholders to effectively promote the Welsh Government's procurement reforms, which come into effect from **24 February 2025**. These changes will transform how public procurement works across Wales, making it smarter, more inclusive and better aligned with the **Well-being of Future Generations (Wales) Act**.



By working together, we can ensure consistent and impactful messaging that resonates with suppliers, buyers and the wider public. Let's make **smarter procurement for a stronger Wales** a reality.



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Key messages

What is the new legislation?

The Procurement Act 2023 and Associated Welsh Regulations

These will reform the Welsh procurement system so that every pound goes further for public services and communities. They will make procurement simpler, more flexible and more transparent to maximise public benefit and will come into force from 24 February 2025.

Social Partnership and Public Procurement (Wales) Act 2023

The Act puts socially responsible procurement on a statutory footing. It will ensure public procurement contributes to the well-being of Wales in a consistent and accountable way. The Act requires social, environmental, economic and cultural well-being to be sought from all procurement. The date for this legislation coming into force is to be confirmed but it is expected early 2026.

Health Services (Provider Selection Regime) (Wales) Regulations 2025

The Health Services (Provider Selection Regime) (Wales) Regulations will introduce the Provider Selection Regime in Wales. The changes will reduce bureaucracy by introducing a flexible and proportionate system for the procurement health services delivered on behalf of the NHS in Wales. The Regime will come into force from 24 February 2025.

These reforms will make procurement more **flexible, simpler** and **more transparent**, benefiting all involved.

Key benefits

For suppliers:

- Easier access to public sector contracts through streamlined processes, including storing core supplier information on the Central Digital Platform.
- Reduced barriers for SMEs and Voluntary, Community and Social Enterprises (VCSEs).
- Strengthened provisions for prompt payment.
- More certainty around how social, environmental, economic and cultural benefits are sought and measured.

For buyers:

- Simplified and more flexible procurement processes.
- Better tools to deliver and report on social, economic, environmental and cultural benefits.
- Greater transparency and improved contract management.

For all:

- The Central Digital Platform will offer a shared space for suppliers and buyers to register and manage qualification responses. It will also be used to store core supplier information to be used in multiple bids. The Welsh Digital Platform (Sell2Wales) will be used to create and publish all notices and can be used to manage procurement opportunities.
- Increased long-term value by prioritising outcomes that benefit communities, workers, businesses and the environment for a stronger Wales.
- The changes will affect every public sector organisation, as well as any supplier of works, products and services to the public sector, including the NHS.

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What will the new procurement legislation deliver for Wales?

Simple and transparent contracting with improved access for suppliers of all types and sizes.

Social, environmental, economic and cultural benefits for communities and individuals, in line with the socially responsible procurement duty, to deliver greater positive impacts for our communities in Wales.

Streamlined processes to save time and improve outcomes.

Greater opportunities for collaboration between buyers and suppliers.

Enhanced opportunities for stakeholder engagement in the procurement process.

Innovation to deliver greater value for the public purse.

Increased flexibility to provide more opportunities for buyers and suppliers and prevent any potential problems before they occur.

Benefits for SMEs and VCSEs making it easier for them to access public sector procurement opportunities.



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Using the toolkit

To make it easy for you to support the Welsh Government's Procurement campaign, we've created a toolkit with ready-made materials. These resources are free and available for anyone to use. Simply download them and start sharing today.

**CLICK HERE
TO DOWNLOAD**



Resources include:

- **Social media graphics:** Ideal for sharing on platforms like Twitter, Facebook, Instagram or LinkedIn.
- **Banners & icons:** Use them in emails, on your website or in presentations to highlight the campaign.
- **Animation:** Engaging visual content designed to grab attention online.
- **Presentation slides:** Perfect for introducing the changes to your team and wider networks.

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Uywodaeth Cymru
Welsh Government

**Mae deddfwriaeth caffael
yng Nghymru yn newid**

**Procurement legislation
in Wales is changing**

Ymunwch â ni yn Procurex
Cymru i gael gwybod mwy
Join us at Procurex Wales
to find out more

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**Smarter
procurement
is coming to
Wales.**

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Stronger Wales.

**Procurement is
changing.
Let's build a stronger
Wales together.**

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**Deddfwriaeth
newydd i sicrhau
effaith well fyth.**

**New legislation
to deliver greater
positive impacts.**

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Sample social media posts

Here are some pre-written posts you can share on your social media channels to help spread the word. Feel free to personalise them.

For buyers:

- Procurement in Wales is changing. From 24 February 2025, new legislation will make procurement processes simpler and more transparent. Learn more: gov.wales/smarterprocurement
- New procurement legislation will deliver social, environmental, economic and cultural benefits to individuals, and deliver greater positive impacts for our communities in Wales: gov.wales/smarterprocurement
- Visit our website to find out more about the new procurement legislation and support available to ensure you and your teams are prepared for the new changes: gov.wales/smarterprocurement
- The new Central Digital Platform, operating alongside the Welsh Digital Platform/Sell2Wales, will allow you to run a more efficient procurement process, with increased flexibility and greater transparency. Get ready - change is coming from 24 February 2025. gov.wales/smarterprocurement

For suppliers:

- Exciting opportunities are on the horizon. Register on the new Central Digital Platform from 24 February 2025, as well as the Welsh Digital Platform/Sell2Wales, to access new public sector contracts in Wales. Get ready for change: gov.wales/smarterprocurement

- Changes are coming to public sector contracts in Wales. From 24 February 2025, SMEs will find it easier to access opportunities through simpler, more transparent procurement. gov.wales/smarterprocurement
- From 24 February 2025, access streamlined tools, enhanced transparency and better collaboration opportunities. Get ready for smarter procurement. gov.wales/smarterprocurement
- Get ready for the changes to procurement in Wales by accessing free learning resources for suppliers to the Welsh public sector at gov.wales/smarterprocurement

General:

- The legislation governing public procurement in Wales is changing. It is important for anyone involved in public sector procurement in Wales to understand the changes and what you need to do to prepare. gov.wales/smarterprocurement
- Over £10 billion is spent annually on public procurement in Wales. New legislation will ensure this spending delivers great value for communities, businesses and the environment. Find out more: gov.wales/smarterprocurement
- You can access free training and support to ensure you and your teams are prepared for the new changes. Find out more: gov.wales/smarterprocurement
- Under the new legislation, the socially responsible procurement duties will require contracting authorities to be more consistent in seeking social, economic, cultural and environmental well-being outcomes from their procurement. Find out more at gov.wales/smarterprocurement

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FAQs

Who is affected by the changes?

The reforms apply to all buyers and suppliers engaging with Welsh public sector contracts.

What is the Central Digital Platform?

The Central Digital Platform (CDP) will be where all UK contracting authorities publish information relating to procurement. It is also the place where identifiers are issued/recorded and for suppliers to input their commonly used core supplier information. It will be a fully integrated digital platform where noticing, sign-in and registration, and supplier information all work together to support public sector procurement.

Both buyers and suppliers need to register on the CDP to obtain their unique identifier, which they will then need to add into their profiles on the Welsh Digital Platform/Sell2Wales.

What is Sell2Wales?

Sell2Wales is the Welsh Digital Platform provided by the Welsh Government and helps suppliers find and bid for public sector contracts in Wales. Welsh Contracting Authorities must use Sell2Wales to publish notices in line with the legislation. Suppliers should still register on Sell2Wales if they haven't already done so.

How do I prepare?

Suppliers: Make yourself aware of the changes and register on the CDP from 24 February 2025. You then need to add your unique ID and API key into your Sell2Wales profile.

All: Visit gov.wales/smarterprocurement for detailed guidance and support materials.

What support is available?

Access training via the Government Commercial College (GCC) and Learning@Wales, and join Communities of Practice for shared learning. There are also free learning resources on our [website](#), as well as guidance and FAQs.

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Sample newsletter article

Subject Line:

Procurement in Wales is Changing – Get Ready

Body:

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Public procurement in Wales is undergoing its most significant change in a decade. From 24 February 2025, **The Procurement Act 2023** and associated Welsh regulations, **Social Partnership and Public Procurement (Wales) Act 2023** and **Health Services (Provider Selection Regime) (Wales) Regulations 2025** will transform how public sector contracts are awarded.

Key benefits include:

For suppliers:

- Easier access to public sector contracts through streamlined processes.
- Reduced barriers for SMEs and VCSEs.
- Strengthened provisions for prompt payment.

For buyers:

- Simplified and more flexible procurement processes.
- Better tools to deliver social, economic, environmental and cultural benefits.
- Greater transparency and improved contract management.

For all:

- Greater collaboration, encouraging stronger relationships between buyers and suppliers, involving all stakeholders in decision-making.
- Increased long-term value by prioritising outcomes that benefit communities, workers, businesses and the environment.

Don't miss this opportunity to prepare for smarter procurement.

Find out more and access support at:
gov.wales/smarterprocurement



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Let's ensure every buyer and supplier in Wales understands these changes.

Suppliers

Register on the Central Digital Platform and update your Sell2Wales profile from 24 February 2025.

Buyers

Access training and guidance to prepare for the transition.

Leaders

Champion procurement reform and encourage early adoption of new flexibilities. For more information, visit: gov.wales/smarterprocurement.

Together, we can make procurement smarter for a stronger Wales.

Thank you in advance for helping us to amplify our campaign. If you have any questions, feedback or would like to discuss a specific opportunity for us to share the campaign, please contact us at procurementreformteam@gov.wales.



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