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Contract

Framework Agreement for the Provision of Counselling Services - Multi Lot

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

F03: Contract award notice

Notice identifier: 2026/S 000-000183

Procurement identifier (OCID): ocds-h6vhtk-05d379

Published 5 January 2026, 10:39am

Section I: Contracting authority

I.1) Name and addresses

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

4-5 Charnwood Court,, Heol Billingsley, Parc Nantgarw

Cardiff

CF15 7QZ

Email

hannah.shotton@wales.nhs.uk

Telephone

+44 2921501500

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<http://nwssp.nhs.wales/ourservices/procurement-services/>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0221

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Health

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Framework Agreement for the Provision of Counselling Services - Multi Lot

Reference number

ABU-CP-59389

II.1.2) Main CPV code

- 85312320 - Counselling services

II.1.3) Type of contract

Services

II.1.4) Short description

This is an Intention to award notice to kick off standstill period for the competitive process run under the PSR Wales Regulations. The service is for Counselling services (Multiple Lots) across Aneurin Bevan University Health Board (ABUHB).

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £1,000,000

II.2) Description

II.2.1) Title

Lot 1 - Face to Face (F2F) Counselling

Lot No

1

II.2.2) Additional CPV code(s)

- 85312300 - Guidance and counselling services
- 85312320 - Counselling services

II.2.3) Place of performance

NUTS codes

- UKL16 - Gwent Valleys
- UKL21 - Monmouthshire and Newport

II.2.4) Description of the procurement

Lot 1 - Face to Face (F2F) Counselling. Intention to award notice to kick start 8 working days - concluding on 14th January midnight if no representations are made.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 40

Price - Weighting: 60

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

II.2) Description

II.2.1) Title

Lot 2 - Virtual/Remote Counselling

Lot No

2

II.2.2) Additional CPV code(s)

- 85312300 - Guidance and counselling services
- 85312320 - Counselling services

II.2.3) Place of performance

NUTS codes

- UKL16 - Gwent Valleys
- UKL21 - Monmouthshire and Newport

II.2.4) Description of the procurement

Lot 2 - Virtual/Remote Counselling. Intention to award notice to kick start 8 working days - concluding on 14th January midnight if no representations are made.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 40

Price - Weighting: 60

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

II.2) Description

II.2.1) Title

Lot 3 - EMDR & CT-PTSD Counselling (Face to Face/ F2F)

Lot No

3

II.2.2) Additional CPV code(s)

- 85312300 - Guidance and counselling services
- 85312320 - Counselling services

II.2.3) Place of performance

NUTS codes

- UKL16 - Gwent Valleys
- UKL21 - Monmouthshire and Newport

II.2.4) Description of the procurement

Lot 3 - EMDR & CT-PTSD Counselling (Face to Face/ F2F). Intention to award notice to kick start 8 working days - concluding on 14th January midnight if no representations are made.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 40

Price - Weighting: 60

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.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-068234](#)

Section V. Award of contract

Lot No

1

Title

Lot 1 - Face to Face (F2F) Counselling

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

5 January 2026

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

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

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

Health Is One Ltd

THERAPEUTIC COUNSELLING SERVICES LTD, 9 Axis Court

Swansea

SA70AJ

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £333,333.33

Total value of the contract/lot: £333,333.33

Section V. Award of contract

Lot No

2

Title

Lot 2 - Virtual/Remote Counselling

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

5 January 2026

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 5

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

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

ADFERIAD RECOVERY LIMITED

36 Princes Drive

Colwyn Bay

LL298LA

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Health Is One Ltd

THERAPEUTIC COUNSELLING SERVICES LTD, 9 Axis Court

Swansea

SA70AJ

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Platform

Beaufort House, Beaufort Road,

Swansea

SA68JG

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £333,333.33

Total value of the contract/lot: £333,333.33

Section V. Award of contract

Lot No

3

Title

Lot 3 - EMDR & CT-PTSD Counselling (Face to Face/ F2F)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

5 January 2026

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

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

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

Health Is One Ltd

THERAPEUTIC COUNSELLING SERVICES LTD, 9 Axis Court

Swansea

SA70AJ

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £333,333.33

Total value of the contract/lot: £333,333.33

Section VI. Complementary information

VI.3) Additional information

This is a Provider Selection Regime Wales (PSR Wales) intention to award notice. The awarding of this contract is subject to the Health Services (Provider Selection Regime) (Wales) Regulations 2025. For the avoidance of doubt, the provisions of the Public Contracts Regulations 2015/Procurement Act 2023 do not apply to this award. The publication of this notice marks the start of the standstill period.

Representations by providers must be made to decision makers by 11:59pm Wednesday 14th January 2026. This contract has not yet formally been awarded; this notice serves as an intention to award under the PSR Wales.

Any providers that are party to the Framework Agreement for Counselling services (Multi Lot) Reference Number: ABU-CP-59389 must send their representations in via the eTenderWales portal to which the letters were sent out on.

The successful providers detailed within this notice has been selected as they have achieved the highest overall combined score to be awarded onto the relevant lots under this framework agreement. Note - Pro-Counselling Limited have also been awarded onto Lot 2 but they are currently not registered on Sell2Wales to be formally noted on the notice but a registration has been sent.

-No providers were excluded from the procurement process.

-No conflicts of interest were declared or identified as part of the conflicts assessment process

(WA Ref:159873)

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