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Contract

General Dental Services for Carmarthen and South Pembrokeshire

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

F03: Contract award notice

Notice identifier: 2025/S 000-038256

Procurement identifier (OCID): ocds-h6vhtk-04d448

Published 8 July 2025, 2:01pm

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

Contact

Sara Jayne Pell

Email

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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.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

General Dental Services for Carmarthen and South Pembrokeshire

Reference number

HDD-VEAT-24-02

II.1.2) Main CPV code

- 85000000 - Health and social work services

II.1.3) Type of contract

Services

II.1.4) Short description

Hywel Dda University Health Board intends to award a contract to Pentrepoeth Dental Practice (Gower Dental) for the provision of General Dental Services for the population of Carmarthen and South Pembrokeshire.

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: £5,000,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKL14 - South West Wales

II.2.4) Description of the procurement

From April 2006 Local Health Board assumed full control of the budget for NHS Primary Care Dental Services and has a clear responsibility to secure or provide services for the people in its area to meet all reasonable requirements and provide out of hours services.

The aims of the service are:

- To provide access for the local population to NHS Dental Services
- To deliver appropriate, quality, efficient and cost-effective services within the mandatory and potential additional services framework of the Personal Dental Services (PDS) regulations and agreement and the Welsh Government (WG) Dental Contract Reform (DCR) programme and the associated GDS/PDS Contract Variation in respect of contract reform elements.
- To develop services in line with the Welsh Government and Hywel Dda University Health Board's aim for Primary Care Dental provision to improve the oral health of the population and contribute to reduction in health inequalities
- To provide high quality General Dental Services and potentially additional enhanced services that meet the specific needs of diverse population groups within the Health Board (HB) area, including flexibility of appointment times.
- To establish a positive working relationship between the HB and other professional groups to facilitate and maximise service delivery
- To deliver services in a Multi-Disciplinary Team approach (MDT) aligned to the requirements of contract reform and following WG approach to develop and optimise the available skill mix.

To deliver NHS Dental Services in line with the annual interim/contract variation guidance issued by WG for the transition of service delivery under contract reform

Hywel Dda University Health Board (H DUHB) issued a tender ITT: itt_111135 - Provision of General Dental Services for South Pembrokeshire, Carmarthen, and South Ceredigion/North Pembrokeshire Border, on the Bravo eTenderWales system on 18th June 2024 with a return date of 22nd July 2024. A competitive tender exercise was initiated using the open tender procedure.

This tender included three (3) lots:

Lot 1 – South Pembrokeshire

Lot 2 - South Ceredigion-North Pembrokeshire Border

Lot 3 - Carmarthen

An advert was placed on Sell2Wales and published in accordance with the EU Procurement Contract Regulations (“PCR”) 2015. NWSSP Procurement Services, on behalf of HDUHB, undertook the tendering process. Two bids were received for lot three (3) Carmarthen from:

- Khan Dental Care
- Pentrepoeth Dental Practice (Gower Dental)

No bids were received for lot 1- South Pembrokeshire or lot 2 – South Ceredigion-North Pembrokeshire Border

Both bidders submitted bids which the evaluation panel felt were suitable to provide General Dental Services however both bids are proposed to be based in Carmarthen.

The dental team considered the no bid for South Pembrokeshire and concluded that priority is to provide access to services not necessarily location and propose to award contracts to both providers from a base in Carmarthen. Both contracts would have an equal contract size and an even split of patient cohorts from Carmarthen and South Pembrokeshire however this would require patients from South Pembrokeshire needing to travel to Carmarthen. Subsequently, contracts were awarded in November 2024 Khan Dental Care and Pentrepoeth Dental Practice (Gower Dental).

One of the appointed providers has formally resigned their proportion of the awarded contract for Carmarthen and South Pembrokeshire.

II.2.5) Award criteria

Price

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

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

No other providers have expressed an interest in providing General Dental Services in the Carmarthen or South Pembrokeshire area, therefore it is the intention of Hywel Dda University Health Board to award the contract to Pentrepoeth Dental Practice (Gower Dental).

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 000-001723](#)

Section V. Award of contract

Contract No

HDD-VEAT-24-02

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 January 2025

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: 1

Number of tenders received by electronic means: 0

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

V.2.3) Name and address of the contractor

GOWER HEALTHCARE DENTAL LTD

Suite G2 The Business Centre, Cardiff House, Cardiff Road

Barry

CF632AW

Telephone

+44 7872534759

Country

United Kingdom

NUTS code

- UKL14 - South West Wales

The contractor is an SME

Yes

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

Total value of the contract/lot: £5,000,000

Section VI. Complementary information

VI.3) Additional information

(WA Ref:153187)

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