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Contract

Strategic Workforce Modelling Support – Phase 2

Health Education and Improvement Wales (HEIW)

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-045125

Procurement identifier (OCID): ocds-h6vhtk-056b1a

Published 1 August 2025, 11:17am

Scope

Reference

HEIW-DCO- 795

Description

Health Education and Improvement Wales (HEIW) has awarded a direct call-off contract to Decision Analysis Services Ltd (DAS) via the Bloom NEPRO³ framework for Phase 2 of its strategic workforce planning project. This phase builds upon the outputs of Phase 1 and focuses on refining workforce demand models, supporting scenario analysis, and enhancing internal analytical capability across NHS Wales. The contract ensures continuity, avoids transition costs, and supports data-driven workforce planning by maintaining collaboration with the incumbent supplier.

Contract 1. Strategic Workforce Modelling Support – Phase 2

Supplier

- [Bloom Procurement Services Ltd](#)

Contract value

- £40,000 excluding VAT
- £40,000 including VAT

Below the relevant threshold

Date signed

4 July 2025

Contract dates

- 4 July 2025 to 14 May 2026
- Possible extension to 14 May 2027
- 1 year, 10 months, 11 days

Description of possible extension:

Initial Term 04/07/2025 – 14/05/2026

Extension 15/05/2026 – 14/05/2027

Main procurement category

Services

CPV classifications

- 80000000 - Education and training services

Contract locations

- UKL - Wales

Procedure

Procedure type

Below threshold - without competition

Supplier

Bloom Procurement Services Ltd

- Public Procurement Organisation Number: PRZL-2286-PLQV

Suite 5, 2nd Floor, The Spire, Pilgrim St,

Newcastle upon Tyne

NE1 2DS

United Kingdom

Email: danielle.swanson@bloom.services

Region: UKC22 - Tyneside

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Strategic Workforce Modelling Support - Phase 2

Contracting authority

Health Education and Improvement Wales (HEIW)

- Public Procurement Organisation Number: PRNH-7564-JLCQ

HEIW, Ty Dysgu Cefn Coed, Nantgarw

Cardiff

CF15 7QQ

United Kingdom

Contact name: SAIRAM KUNURI

Email: sairam.kunuri@wales.nhs.uk

Region: UKL15 - Central Valleys

Organisation type: Public authority - central government

Devolved regulations that apply: Wales

Other organisation

These organisations are carrying out the procurement, or part of it, on behalf of the contracting authorities.

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

Summary of their role in this procurement: Complete Procurement Support

- Public Procurement Organisation Number: PXWV-6492-CGMN

4-5 Charnwood Court

Cardiff

CF15 7QZ

United Kingdom

Email: sairam.kunuri@wales.nhs.uk

Region: UKL15 - Central Valleys

Contact organisation

Contact [Health Education and Improvement Wales \(HEIW\)](#) for any enquiries.