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Planning

## Regional Reflect Project

Carmarthenshire County Council  
Pembrokeshire County Council  
Ceredigion County Council  
Powys County Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-063721

Procurement identifier (OCID): ocds-h6vhtk-05ab99 ([view related notices](#))

Published 9 October 2025, 1:29pm

## Scope

### Description

Carmarthenshire County Council is seeking to gauge the level of interest of suitable suppliers who are interested in delivering the Reflect Project. This is a regional project (Carmarthenshire, Pembrokeshire, Ceredigion and Powys) which will deliver a trauma-informed, recovery-oriented social care support service for parents (primarily mothers), who have experienced the removal of one or more children through care proceedings. These individuals often face complex, interrelated challenges including poor mental health, substance misuse, domestic abuse, housing instability, and social isolation. This service aims to break that cycle through timely, person-centred, non-judgemental intervention and support. The main objective of the service is to reduce the occurrence of repeat pregnancies in the target population. If your organisation is interested in delivering this service, please can you provide an expression of interest to Elliott Boyd: [ejboyd@carmarthenshire.gov.uk](mailto:ejboyd@carmarthenshire.gov.uk). Dependent on the level of interest, a Supplier Event may be held virtually via Teams, anticipated date 22/10/2025. The value of this tender will be approx. £152,000 per annum, actual costs and contract details will be advertised at the time of tender.

### **Total value (estimated)**

- £608,000 excluding VAT
- £760,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 1 April 2026 to 31 March 2029
- Possible extension to 31 March 2031
- 5 years

### **Main procurement category**

Services

### **CPV classifications**

- 98000000 - Other community, social and personal services

### **Contract locations**

- UKL14 - South West Wales

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## **Engagement**

## **Engagement deadline**

15 October 2025

## **Engagement process description**

Expressions of interest are sought no later than 2pm on Wednesday 15th October 2025.

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## **Participation**

### **Particular suitability**

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

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## **Submission**

### **Publication date of tender notice (estimated)**

1 December 2025

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## **Procedure**

### **Special regime**

Light touch

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## **Contracting authorities**

### **Carmarthenshire County Council**

- Public Procurement Organisation Number: PTVL-7854-TMRZ

County Hall

Carmarthen

SA31 1AD

United Kingdom

Contact name: Elliott Boyd

Email: [EJBoyd@carmarthenshire.gov.uk](mailto:EJBoyd@carmarthenshire.gov.uk)

Website: <http://www.carmarthenshire.gov.uk>

Region: UKL14 - South West Wales

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales

### **Pembrokeshire County Council**

- Public Procurement Organisation Number: PYMR-6838-HZQY

Pembrokeshire County Council

County Hall, Haverfordwest

SA61 1TP

United Kingdom

Contact name: Sharon Buckle

Email: [procurement@pembrokeshire.gov.uk](mailto:procurement@pembrokeshire.gov.uk)

Region: UKL14 - South West Wales

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales

## **Ceredigion County Council**

- Public Procurement Organisation Number: PRYH-5713-PHLR

Neuadd Cyngor Ceredigion, Penmorfa

Aberaeron, Ceredigion

SA46 0PA

United Kingdom

Contact name: Jeanette Jones

Email: [jeanette.jones2@ceredigion.gov.uk](mailto:jeanette.jones2@ceredigion.gov.uk)

Region: UKL14 - South West Wales

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales

## **Powys County Council**

- Public Procurement Organisation Number: PQBT-5413-HMDT

County Hall

Llandrindod Wells

LD1 5LG

United Kingdom

Email: [commercialservices@powys.gov.uk](mailto:commercialservices@powys.gov.uk)

Region: UKL24 - Powys

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales

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## **Contact organisation**

Contact Carmarthenshire County Council for any enquiries.