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Tender

Strengthening Families Together: Families First Programme - Parenting Support

Wrexham County Borough Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

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Scope

Reference

Proc-25-152A

Description

Strengthening Families Together: Families First Programme - Parenting Support

Divided into 3 Lots

Background/Context

Families First is designed to improve outcomes for children, young people and families. It places an emphasis on early intervention, prevention, and providing support for whole families, rather than individuals. The programme promotes greater multi-agency working to ensure families receive joined-up support when they need it. The intention of the

programme is to provide early support for families with the aim of preventing problems escalating. Families First Programme Guidance April 2017.

Families' First principles

Services provided through the programme should take account of the following guiding principles:

- Family-focussed - services should take a whole family approach to improving outcomes.
- Bespoke - services should be tailored to individual family circumstances.
- Empowering - services should seek to empower families to take control of their lives, to give them an increased sense of ownership and investment in their outcomes.
- Integrated - services should be effectively coordinated and planned to ensure a seamless progression for families between different interventions and programmes.
- Intensive - a vigorous approach and relentless focus must be maintained which can adapt to families' changing circumstances.
- Local - services should address the needs of local communities and, where possible, seek opportunities to link in with other local programmes, including Flying Start and Supporting People
- Pro-active - seeking early identification of need and securing appropriate interventions in a timely way.
- Sustainable - services should always seek to provide long-term sustainable solutions. They should seek to address the root causes of problems and not 5 just the symptoms to enable families to continue to progress after intervention has ceased.

Wrexham County Borough Council has undertaken Preliminary Market Engagement work to support us to make informed decisions by understanding the demand, capacity, and capability for delivering services. This was used alongside nationally, locally available data to inform and support us when shaping the commissioning strategy and model.

All Services Specifications

Please note the following, which provides an overview of the priorities for these provisions.

1. Services should take a whole family approach to improving outcomes and should be tailored to individual family circumstances. There should be a focus on developing a more

joined-up, responsive service provision across partner organisations that puts the unique needs of families at its heart.

2. Services should seek to empower children, young people and families to take control of their lives, to give them an increased sense of ownership and investment in their outcomes. They should be effectively coordinated and planned to ensure a seamless progression for children, young people and families between different interventions and programmes and should be flexible so they can adapt to children, young people and families' changing circumstances.

3. Services should provide early help in a timely way and should link in with other local programmes and statutory provision, including TAC, WFIS, Flying Start, Additional Learning Needs support and other provision for children and young people and parents.

4. Services should always seek to provide long-term sustainable solutions and should encourage independence, not service dependence; they should seek to address the root causes of problems and not just the symptoms to enable children, young people and families to continue to progress after intervention has ceased.

5. We want children from all backgrounds have the best start in life, giving everyone the opportunity to reach their full potential and maximise their chances of leading a healthy, prosperous and fulfilling adulthood, enabling them to participate fully in communities, the workplace, and contribute to the future economic success of Wales.

6. We want to drive down waiting lists for statutory, early help and support services in order to provide support as early as possible and reduce the risk of escalating needs.

7. We want to ensure that provision is available to children, young people and families in different communities and different kinds of parents / carers, and would be interested in bids that target particular harder to reach communities, such as:

- a. Polish Families
- b. Traveller families
- c. BAME families
- d. Refugee / Asylum Seeker families.
- e. Families affected by substance misuse, mental health and domestic abuse.
- f. Families affected by disability.
- g. Families affected by imprisonment.

h. Young parents

i. Fathers and male carers

All commissioned services must be available for any children, young people and families living in Wrexham to access, provided the service is suitable for them and would meet their needs.

The Service to be provided.

Parenting Support: Total Maximum Value £160,000 per annum

The primary focus for Parenting Support is to empower parents to create a stable, nurturing environment through positive modelling and supporting parents to set and maintain appropriate boundaries with their child or children. The services will look to enhance positive parenting skills, increase confidence, improving family relationships, understanding child's development, promoting good mental health and emotional wellbeing. The services should provide a mixture of targeted support and universal open access and be responsive to the identified needs of the parents.

All commissioned services will be expected to promote and support wellbeing as a core priority, embedding approaches that enhance emotional, physical and social wellbeing into delivery under the legal duty to contribute to the seven national wellbeing goals of the Well-being of Future Generations (Wales) Act 2015.

Service Providers must demonstrate how they will deliver interventions across multiple communities within Wrexham, ensuring equitable access and responsiveness to local needs. Consideration should be given to how services will be inclusive, culturally competent and adaptable to the diverse needs of the communities of Wrexham.

Parenting Support has been divided into 3 Lots. Service Providers may choose to tender for one or more Lots on the basis that they have sufficient capacity to meet the requirements of each Lot. Service Providers who are tendering for more than one Lot must be in a position to accept the Lots they are successful for and not hand back any Lot due to capacity issues

Total value (estimated)

- £800,000 excluding VAT
- £960,000 including VAT

Above the relevant threshold

Main procurement category

Services

CPV classifications

- 85320000 - Social services
- 85312000 - Social work services without accommodation

Contract locations

- UKL23 - Flintshire and Wrexham

Lot constraints

Description of how multiple lots may be awarded:

Groups of Lots may be awarded together

Not the same for all lots

Contract dates are shown in Lot sections, because they are not the same for all lots.

Lot 1. Families First Parenting Support (Proc-25-152A) Lot 1A -

Parenting Programmes: Core Parenting Programme & Lot 1B - Parenting Programme: Programmes for Families with Disabilities/Additional Needs

Description

itt_121485 - Families First Parenting Support (Proc-25-152A) Lot 1A - Parenting Programmes: Core Parenting Programme

itt_121491 - Families First Parenting Support (Proc-25-152A) Lot 1B - Parenting Programme: Programmes for Families with Disabilities/Additional Needs

Lot value (estimated)

- £250,000 excluding VAT
- £300,000 including VAT

Contract dates (estimated)

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

Description of possible extension:

Two Years in Annual Increments

Same for all lots

CPV classifications and contract locations are shown in the Scope section, because they are the same for all lots.

Lot 2. Families First Parenting Support (Proc-25-152A) Lot 2 - One to One Bespoke Parenting/Family Support

Description

itt_121492 - Families First Parenting Support (Proc-25-152A) Lot 2 - One to One Bespoke Parenting/Family Support

Lot value (estimated)

- £250,000 excluding VAT
- £300,000 including VAT

Contract dates (estimated)

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

Description of possible extension:

2 years in annual increments

Same for all lots

CPV classifications and contract locations are shown in the Scope section, because they are the same for all lots.

Lot 3. Families First Parenting Support (Proc-25-152A) Lot 3 - Counselling Service for Parents & Guardians

Description

itt_121494 - Families First Parenting Support (Proc-25-152A) Lot 3 - Counselling Service for Parents & Guardians

Lot value (estimated)

- £300,000 excluding VAT
- £360,000 including VAT

Contract dates (estimated)

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

Description of possible extension:

2 years in annual increments

Same for all lots

CPV classifications and contract locations are shown in the Scope section, because they are the same for all lots.

Participation

Particular suitability

Lot 1. Families First Parenting Support (Proc-25-152A) Lot 1A - Parenting Programmes: Core Parenting Programme & Lot 1B - Parenting Programme: Programmes for Families with Disabilities/Additional Needs

Lot 2. Families First Parenting Support (Proc-25-152A) Lot 2 - One to One Bespoke Parenting/Family Support

Lot 3. Families First Parenting Support (Proc-25-152A) Lot 3 - Counselling Service for Parents & Guardians

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

Submission

Enquiry deadline

17 December 2025, 12:00pm

Submission type

Tenders

Tender submission deadline

8 January 2026, 12:00pm

Submission address and any special instructions

<https://etenderwales.bravosolution.co.uk/web/login.shtml>

eTenderWales References:

project _61304

When submitting an application for the Pre-Qualifying Questionnaire please use:

itt_121484 - Families First Parenting Support (Proc-25-152A) PRE QUALIFICATION

When submitting an application for each individual Lot for the Technical and Commercial element please use the following:

itt_121485 - Families First Parenting Support (Proc-25-152A) Lot 1A - Parenting Programmes: Core Parenting Programme

itt_121491 - Families First Parenting Support (Proc-25-152A) Lot 1B - Parenting Programme: Programmes for Families with Disabilities/Additional Needs

itt_121492 - Families First Parenting Support (Proc-25-152A) Lot 2 - One to One Bespoke Parenting/Family Support

itt_121494 - Families First Parenting Support (Proc-25-152A) Lot 3 - Counselling Service for Parents & Guardians

Tenders may be submitted electronically

Yes

Languages that may be used for submission

- Welsh
- English

Award decision date (estimated)

3 February 2026

Recurring procurement

Publication date of next tender notice (estimated): 31 January 2031

Award criteria

Lot 1. Families First Parenting Support (Proc-25-152A) Lot 1A - Parenting Programmes: Core Parenting Programme & Lot 1B - Parenting Programme: Programmes for Families with Disabilities/Additional Needs

Name	Type	Weighting
Technical	Quality	100.00%

Lot 2. Families First Parenting Support (Proc-25-152A) Lot 2 - One to One Bespoke Parenting/Family Support

Lot 3. Families First Parenting Support (Proc-25-152A) Lot 3 - Counselling Service for Parents & Guardians

Name	Description	Type	Weighting
Technical	Quality	Quality	100.00%

Other information

Payment terms

Quarterly in arrears

Description of risks to contract performance

Services may need to be amended

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

Evaluation - first stage

Interview - Second Stage

Documents

Documents to be provided after the tender notice

<https://etenderwales.ukp.app.jaggaer.com/>

Contracting authority

Wrexham County Borough Council

- Public Procurement Organisation Number: PJHN-6516-JQNZ

Commissioning Procurement and Contract Management Unit

Wrexham

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Telephone: +44 1978292807

Email: procurement@wrexham.gov.uk

Website: <https://www.wrexham.gov.uk/>

Region: UKL23 - Flintshire and Wrexham

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales