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Awarded contract

## **Vaccine Hesitancy Platform**

Cabinet Office

F03: Contract award notice

Notice reference: 2022/S 000-005294

Published: 25 February 2022, 12:48pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Cabinet Office

70 Whitehall

LONDON

SW1A2AS

#### **Email**

[commercial@cabinetoffice.gov.uk](mailto:commercial@cabinetoffice.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

#### **Internet address(es)**

Main address

[www.Gov.uk](http://www.Gov.uk)

## **I.4) Type of the contracting authority**

Ministry or any other national or federal authority

## **I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Vaccine Hesitancy Platform

Reference number

GCSEXP21090001

#### **II.1.2) Main CPV code**

- 79341400 - Advertising campaign services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Cabinet Office (the 'Authority') has awarded a contract to the supplier to deliver an international platform to provide robust insight and analysis, shareable content and capability support to enable partners to deliver communications activity that increases vaccine confidence and counters health misinformation.

#### **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: £2,053,792.08

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement**

The contract was Direct Awarded under Reg 32(2)(c) of the PCR 2015 for £1,529,190.50, using the standard Terms & Conditions of the CCS Framework RM3774, on which Engine Engine Partners UK LLP is a supplier.

There is also an additional variation to this contract for an uplift in value of an additional £524,601.58. This modification has been made in accordance with PCR Regulation 72(1)(e): where the modifications, irrespective of their value, are not substantial within the meaning of paragraph (8).

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 100%

Cost criterion - Name: Cost / Weighting: 0%

#### **II.2.11) Information about options**

Options: No

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## **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

- Extreme urgency brought about by events unforeseeable for the contracting authority

Explanation:

This contract was Direct Awarded under Reg 32(2) (c) of the Public Procurement Regulations.

Extreme urgency brought about by events unforeseeable for the contracting authority and in accordance with the strict conditions stated in the directive. The coronavirus disease (Covid-19) is a serious infectious respiratory disease and its consequences pose a risk to life.

The Platform was needed addressing the immediate health response, the G7 was seeking to promote fair and equitable access to vaccines, supported via ACT-A/COVAX, and consider how to address barriers to the rapid distribution and take-up of vaccines. The widespread misinformation about the importance, safety and effectiveness of vaccines is one such barrier. Its impact on the level of confidence and trust our and other countries' citizens have in vaccines poses a risk to uptake globally, and therefore the success of our overall response.

The FCDO prioritised a set of countries for urgent support given the challenges with the vaccine roll-out and levels of vaccine hesitancy. The urgency of the platform is reinforced by the variant that emerged in India and India's 2nd wave in March 2021 and the high levels of vaccine hesitancy in India.

There is also an additional variation to this contract for an uplift in value of an additional £524,601.58. This modification has been made in accordance with PCR Regulation 72(1)(e): where the modifications, irrespective of their value, are not substantial within the meaning of paragraph (8).

Phase 2 development work was needed to further enhance the Platform to deliver the outcomes needed.

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

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section V. Award of contract**

### **Contract No**

GCSEXP21090001

### **Title**

Vaccine Hesitancy Platform

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

1 March 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 1

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

#### **V.2.3) Name and address of the contractor**

Engine Partners UK LLP

60 Great Portland Street

London

W1W 7RT

Country

United Kingdom

NUTS code

- UK - United Kingdom

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: £1,529,190.50

Total value of the contract/lot: £2,053,792.08

#### **V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court

London

Country

United Kingdom