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Award

PHE - Corporate - ICT - PHE - Corporate - ICT- Hopin All-in-one Virtual Event Platform

Public Health England

F15: Voluntary ex ante transparency notice

Notice identifier: 2021/S 000-005576

Procurement identifier (OCID): ocids-h6vhtk-029d39

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Section I: Contracting authority/entity

I.1) Name and addresses

Public Health England

Manor Farm Road, Porton Down

Salisbury

SP2 0QT

Email

Anwar.Hossain@phe.gov.uk

Telephone

+44 2083277847

Country

United Kingdom

NUTS code

UK - UNITED KINGDOM

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/public-health-england>

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Health

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

PHE - Corporate - ICT - PHE - Corporate - ICT- Hopin All-in-one Virtual Event Platform

II.1.2) Main CPV code

- 48510000 - Communication software package

II.1.3) Type of contract

Supplies

II.1.4) Short description

Public Health England, an executive agency of the Department of Health and Social and Care (DH) (hereafter referred to as "Public Health England" or "PHE" also referred to as the "Contracting Authority" or the "Authority" or the "Employer") is wishes to award Hopin a one year licence agreement for a All-in-one virtual events platform. This software has been identified as a tool to help the transition team engage with a variety of stakeholders (internal and external) at scale in order to support the large scale change that is taking place.

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: £50,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - UNITED KINGDOM

II.2.4) Description of the procurement

To enable large numbers of colleagues to be actively involved in the development of the new public health system. There is a need to enable people to come together. This has to be done virtually and is not simply a large meeting that could be accommodated on Teams. To support the next stage of the programme a large scale conference platform is required. Hopin is a virtual online events platform that allows for the hosting large scale online conferencing events with up to 100,000 attendees. The platform mimics a large-scale event, providing on stage and backstage spaces including multiple meeting rooms which can all be run in parallel, allowing for people to migrate between spaces. The platform is customisable and allows for analysis of post event data to improve future sessions. This has been identified as a tool to help the transition team engage with a variety of stakeholders (internal and external) at scale in order to support the large scale change that is taking place.

Hopin is able to replicate a face to face event virtually, giving participants a different experience to any other platforms on the market:

- Virtual platform for large scale events involving over 1,000 participants.
- Ability for participants to interact with speakers and content via polls, voting, annotation, chat box, Q&A function and breakout rooms with audio and video link.
- Participants from more than one organisation
- Multiple parallel meetings/conversations (e.g. breakout rooms)
- Meeting rooms which have varying access requirements (e.g. presenter only rooms, role specific rooms, open rooms)
- Meeting rooms which have varying functional requirements (e.g. different speaking

privileges, live documents, chat types)

- Over 90 minutes in length

- Multiple sequences / rounds of meetings

- Ability to both control participant movement and also let participants move freely

- Generated content (documents/annotations/recordings) to move between rooms

Large amounts of data generation (10,000+ chat words)

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

Negotiated without a prior call for competition

- The products involved are manufactured purely for the purpose of research, experiment, study or development
- The works, supplies or services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

We have previously reviewed the market and at this stage we are unable to source an equivalent software product to run large scale virtual events. We have drawn on work undertaken by NHS Horizons colleagues with NHSX to understand the market for online conferencing products, evaluate products available and the extent to which they are able to meet our functional requirements and offer a good quality delegate experience, and this Hopin product has been identified as the best / most suitable. Without this platform, we limit the impact of engagement efforts impacting on the overall success of the reform and transition programme in the following ways: Interactive Virtual events will be restricted by numbers, and the level of audience engagement will be low, this will reduce the effectiveness of large meetings in their ability to bring systems and communities together to deliver programmes of change. Therefore, a direct award to Hopin is appropriate and justified based on PCR 2015 regulations, clause 32.2b (ii), which state that; the negotiated procedure without prior publication may be used for public works contracts, public supply contracts and public service contracts in any of the following cases:— (ii) competition is absent for technical reasons.

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

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract/concession

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

18 March 2021

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

Hopin

London EC2A 4BX

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

The contractor/concessionaire is an SME

No

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

Total value of the contract/lot/concession: £50,000

V.2.5) Information about subcontracting

The contract/lot/concession is likely to be subcontracted

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Not applicable

Not applicable

Country

United Kingdom