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Award

Using Behavioural Science to Target Increased Uptake in Cancer Screening

NHS Wakefield CCG

F15: Voluntary ex ante transparency notice

Notice identifier: 2021/S 000-005926

Procurement identifier (OCID): ocids-h6vhtk-029e97

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Section I: Contracting authority/entity

I.1) Name and addresses

NHS Wakefield CCG

White Rose House, West parade

Wakefield

WF1 1LT

Contact

Brenda Powell

Email

brenda.powell1@nhs.net

Telephone

+44 1484464262

Country

United Kingdom

NUTS code

UKE45 - Wakefield

Internet address(es)

Main address

<https://www.wakefieldccg.nhs.uk/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Health

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Using Behavioural Science to Target Increased Uptake in Cancer Screening

II.1.2) Main CPV code

- 85100000 - Health services

II.1.3) Type of contract

Services

II.1.4) Short description

West Yorkshire and Harrogate Cancer Alliance and West Yorkshire and Harrogate Health and Care Partnership, would like to utilise a model which has been developed to use behavioral science to target increased cancer uptake and specifically targets populations of inequality. This specific model has been rolled out in another area of the country and has seen increased uptake of cancer screening. The scope will be broadened to include

all three screening programmes and cancer prevention indicators i.e. smoking cessation and healthy weight.

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: £49,800

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKE4 - West Yorkshire

Main site or place of performance

West Yorkshire and Harrogate practice population

II.2.4) Description of the procurement

Caja will utilise their sustainable model developed with (and successfully used within) South Yorkshire & Bassetlaw Cancer Alliance) to increase cancer screening uptake in West Yorkshire & Harrogate through primary care, starting in Bradford. Their model empowers stakeholders in behavioural science techniques and applies this to promotion of cancer screening uptake, targeting populations of inequality. They have increased cervical screening uptake in active practices in South Yorkshire by at least 25%. The scope in Bradford will be broadened to include all three screening programmes and cancer prevention indicators, such as smoking cessation and healthy weight.

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 works, supplies or services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

Caja have already developed many of the materials needed for this project in a neighbouring area (South Yorkshire and Bassetlaw – SY&B), which provides increased value for money in WY&H: mapping the patient's cancer screening journey for the cervical and breast programmes, a suite of behavioural science interventions to be tested in different practice populations and stakeholder workshop materials to educate staff about how to use behavioural science techniques. This has substantially reduced costs and allowed Caja to include the bowel screening programme in addition to prevention indicators, namely smoking cessation and healthy weight. This also speeds up the timeline of the project, and the proposed plan from Caja states the Bradford suite of interventions can be tested and ready by May 2021 with provisional results by June. Cancer Alliance modelling has shown that there are hundreds of 'missed' cancers in its region due to the COVID pandemic, some of which will be asymptomatic and could be diagnosed via screening; the Alliance must act quickly to find them and improve people's chances of survival.

As their SY&B project is currently underway, Caja will be using the live learning from this in WY&H as the project progresses. For example, the practices that have 'gone live' in SY&B have highly socio-economically deprived practice populations. The WY&H practices selected for the first pilots have similar practice populations and so the model and interventions used will be very similar (but will be tested locally to ensure they are as effective). The next SY&B practices to go live have high proportions of ethnic minorities in their practice populations, and the learning from this will be used to inform the expansion of the Bradford project into practices serving ethnic minorities who have lower screening uptake.

Caja's model involves the education of regional and primary care staff around behavioural science and its applications, providing crucial sustainability compared to 'parachute projects' where additional staff are acquired temporarily. The empowerment of the existing workforce means that these techniques can be employed beyond the

timeline of this project and applied wider than cancer screening and prevention. The Alliance are already hearing examples from SY&B of where else they have used the techniques which have been learnt.

As we emerge from the pandemic, we can no longer ignore health inequalities and this project will help us to reduce those inequalities related to cancer, whilst supporting screening programme restoration as per the NHS Phase 3 letter. In SY&B cervical screening uptake has increased in 'live' practices by at least 25%, which, if replicated in Bradford for all three programmes has the potential to reduce health inequalities by saving many lives through prevention and early diagnosis of cancer.

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

Contract No

1

Title

West Yorkshire and Harrogate Cancer Alliance

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

23 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

CAJA Limited

Newport House, Newport Road

Stafford

ST16 1DA

Telephone

+44 1782443018

Country

United Kingdom

NUTS code

- UKG24 - Staffordshire CC

Internet address

<http://www.cajagroup.com/>

The contractor/concessionaire is an SME

Yes

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

Total value of the contract/lot/concession: £49,800

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

Royal Courts of Justice

Strand, Holborn

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

Internet address

<https://courtribunalfinder.service.gov.uk/courts/royal-courts-of-justice>