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Contract

## **Qualitative Insights - General Audiences**

Secretary of State for Health and Social Care acting as part of the Crown through UK Health Security Agency

F03: Contract award notice

Notice identifier: 2023/S 000-037059

Procurement identifier (OCID): ocds-h6vhtk-029a8d

Published 18 December 2023, 9:38am

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

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

Secretary of State for Health and Social Care acting as part of the Crown through UK Health Security Agency

10 South Colonnade

London

E14 4PU

#### **Contact**

UKHSA Commercial Operations

#### **Email**

[ProcurementNotices@ukhsa.gov.uk](mailto:ProcurementNotices@ukhsa.gov.uk)

#### **Country**

United Kingdom

**Region code**

UKI42 - Tower Hamlets

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/uk-health-security-agency>

Buyer's address

<https://www.gov.uk/government/organisations/uk-health-security-agency>

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

Ministry or any other national or federal authority

**I.5) Main activity**

Health

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## **Section II: Object**

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

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

Qualitative Insights - General Audiences

Reference number

LSRS250 / C227566

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

- 79310000 - Market research services

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

Services

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

This contract is to facilitate a partnership between UKHSA and a research agency with qualitative expertise; who will be able to recruit at speed a range of different audiences from the general public, conduct and analyse interviews and prepare a clear narrative report.

#### **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: £1,200,000

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

#### **II.2.2) Additional CPV code(s)**

- 79310000 - Market research services
- 79310000 - Market research services

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

NUTS codes

- UK - United Kingdom

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

We would like to commission a research agency with qualitative expertise; who will be able to recruit at speed a range of different audiences from the general public, conduct and analyse interviews and prepare a clear narrative report.

Typical projects could include exploring knowledge and awareness of particular diseases including symptoms, public views on accessing healthcare, and testing communications or guidance. Most recently, qualitative insight has been critical in helping to refine rapidly evolving communication strategies and so has necessarily happened at pace.

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

Quality criterion - Name: Technical / Weighting: 70

Quality criterion - Name: Social / Weighting: 10

Price - Weighting: 20

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

Options: Yes

Description of options

1 year optional extension

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-027493](#)

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

A contract/lot is awarded: Yes

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

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

6 December 2023

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

Number of tenders received: 7

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received by electronic means: 7

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

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

THINKS LTD

Metherell Gard Morval

Looe

PL13 1PN

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £1,200,000

Total value of the contract/lot: £1,200,000

**V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

Value or proportion likely to be subcontracted to third parties

Value excluding VAT: £216,000

Short description of the part of the contract to be subcontracted

Approx. 18% of projects commissioned from this contract. Actual amount is currently unknown.

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## **Section VI. Complementary information**

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

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

The High Court

The Strand

London

WC2A 2LL

Country

United Kingdom

Internet address

<https://www.judiciary.uk/courts-and-tribunals/high-court/>