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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

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

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

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](#)

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.

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/>