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Contract

Adult Population Genomics Engagement Programme with the Public and Healthcare Professionals

GENOMICS ENGLAND LIMITED

F03: Contract award notice

Notice identifier: 2025/S 000-076013

Procurement identifier (OCID): ocds-h6vhtk-05e647

Published 21 November 2025, 12:50pm

Section I: Contracting authority

I.1) Name and addresses

GENOMICS ENGLAND LIMITED

Level 21 One Canada Square

London

E145AB

Email

procurement@genomicsengland.co.uk

Country

United Kingdom

Region code

UKI42 - Tower Hamlets

Justification for not providing organisation identifier

Sole trader

Internet address(es)

Main address

<https://www.genomicsengland.co.uk/>

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

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

Adult Population Genomics Engagement Programme with the Public and Healthcare Professionals

Reference number

GEL-TR-25036

II.1.2) Main CPV code

- 79416200 - Public relations consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

For a programme of engagement with the public, including a particular focus on inclusive engagement activities, and with healthcare professionals. The aim is to explore attitudes towards returning genomic findings to the adult population for preventive, predictive healthcare and to consider the ethical choices involved in this.

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: £686,875

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

To commission an engagement programme to understand public and healthcare professional perspectives on the choices involved in introducing genomic testing within healthcare settings for adults without a known, genetically caused or influenced condition.

This engagement programme will involve exploring people's attitudes in a range of scenarios to test their perspectives on the parameters within which people would feel comfortable with genomic sequencing and the return of genomic findings that may be clinically accredited or may be research findings.

II.2.5) Award criteria

Quality criterion - Name: Compliance with data protection legislation and information security standards / Weighting: Pass/Fail

Quality criterion - Name: Organisational capacity and capabilities to deliver engagement within the timeframes specified with all audiences, meeting participant minimum and diversity requirements / Weighting: 30

Quality criterion - Name: Proven expertise in required engagement methodologies and of effective engagement on complex scientific or health issues / Weighting: 10

Quality criterion - Name: Expertise in analysis methodologies for engagement and reporting capabilities for internal and external audiences / Weighting: 10

Quality criterion - Name: Robust project management capabilities. If relevant, proven capability of the consortium to manage project delivery / Weighting: 10

Quality criterion - Name: Social value / Weighting: 10

Price - Weighting: 30

II.2.11) Information about options

Options: No

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

- The procurement falls outside the scope of application of the regulations

Explanation:

This was a procurement competition conducted under the DPS Contract with the reference number RM6126 so no further publication was required.

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

The procurement is covered by the Government Procurement Agreement: No

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

1 October 2025

V.2.2) Information about tenders

Number of tenders received: 4

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

V.2.3) Name and address of the contractor

Hopkins Van Mil: Creating Connections Ltd

6 Dean's Yard

London

SW1P 3NP

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

09093788

The contractor is an SME

Yes

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

Total value of the contract/lot: £686,875

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

His Majesty's High Court of Justice

London

Country

United Kingdom