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Award

Process and Impact Evaluation Phase 3 - Generation Study

GENOMICS ENGLAND LIMITED

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-077529

Procurement identifier (OCID): ocds-h6vhtk-05e9dc ([view related notices](#))

Published 27 November 2025, 10:01am

Scope

Reference

GEL-HE-25401

Description

To provide comprehensive process and impact evaluation services for the Newborns Genome Programme ("Generation Study"). The required services include conducting interviews with designers and early implementers of the Generation Study, administering surveys and follow-up interviews with parents twelve months after completion of the initial survey, and undertaking micro-costing analyses to assess changes in resource use and costs as the programme scales. All data collection and analysis shall be performed using approved qualitative and quantitative methods, under the oversight of the Study Advisory Group and the Patient and Public Involvement and Engagement (PPIE) Advisory Group.

Contract 1

Supplier

- UCL CONSULTANTS LIMITED

Contract value

- £1,400,000 excluding VAT
- £1,680,000 including VAT

Above the relevant threshold

Earliest date the contract will be signed

11 December 2025

Contract dates (estimated)

- 1 April 2026 to 31 March 2028
- 2 years

Main procurement category

Services

CPV classifications

- 73000000 - Research and development services and related consultancy services
-

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Additional or repeat goods, services or works - further goods, services or works following a competitive procedure

The Contracting Authority proposes to award the contract for the continuation of evaluation services for the Generation Study directly to UCL Consultants Limited (UCL) pursuant to the provisions of Schedule 5, Part 7 of the Procurement Act 2023. Under this statutory framework, a direct award is permissible where the public contract concerns the supply of services by the existing supplier, intended as an extension to, or partial replacement of, existing services, and where specific conditions are satisfied.

In the present circumstances, the evaluation services to be provided by UCL are a direct extension of the supplier's existing contractual obligations and are integral to the ongoing delivery of the Generation Study. The Authority has determined that a change in supplier

would result in the receipt of services that are materially different from, or incompatible with, those previously supplied, as contemplated by paragraph 7(a) of Schedule 5. UCL has established bespoke methodologies, data structures, and analytical frameworks which are essential to the continuity and integrity of the evaluation process. The introduction of an alternative supplier would give rise to disproportionate technical difficulties in operation and maintenance, including, but not limited to, the risk of inconsistency in longitudinal data collection, misalignment of analytical processes, and disruption to established reporting mechanisms, as set out in paragraph 7(b).

Accordingly, the authority is satisfied that the proposed direct award to UCL is both necessary and proportionate, ensuring the seamless continuation of services and safeguarding the technical integrity of the Generation Study. This approach is fully compliant with the statutory requirements and transparency obligations set out in the Procurement Act 2023.

Supplier

UCL CONSULTANTS LIMITED

- Companies House: 03332258
- Public Procurement Organisation Number: PCHQ-1231-DMXG

90 Tottenham Court Road

London

W1T 4TJ

United Kingdom

Email: consultancymanager@uclconsultants.com

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

GENOMICS ENGLAND LIMITED

- Companies House: 08493132
- Public Procurement Organisation Number: PBTW-5897-QJGY

Level 21 One Canada Square

London

E14 5AB

United Kingdom

Email: CCSM@genomicsengland.co.uk

Region: UKI42 - Tower Hamlets

Organisation type: Public authority - central government