

Contract award notice

Select Directive	Directive 2014/24/EU
Section I: Contracting authority	
I.1) Name and addresses (please identify all contracting authorities responsible for the procedure)	
Official name:	Cabinet Office
Postal address:	70 Whitehall
Town:	London
NUTS code:	UK
Postal code:	SW1A 2AS
Country:	United Kingdom
E-mail:	commercial@cabinetoffice.gov.uk
Main address: (URL)	https://www.gov.uk/government/organisations/cabinet-office
I.2) Joint procurement	
I.4) Type of the contracting authority	
Select an option:	Ministry or any other national or federal authority, including their regional or local subdivisions
I.5) Main activity	
Select an option:	General public services
Section II: Object	
II.1) Scope of the procurement	
II.1.1) Title	
Value of the field:	Research into Government Communication for Covid-19 Updates
II.1.2) Main CPV code	
Select an option:	79310000
II.1.3) Type of contract	
II.1.4) Short description	
Value of the field:	The Cabinet Office (the 'Authority') has awarded a contract to the supplier for quantitative research regarding public attitudes towards and behaviours in relation to Coronavirus.
II.1.6) Information about lots	
This contract is divided into lots:	no
II.1.7) Total value of the procurement (excluding VAT)	
(for framework agreements - total maximum value for their entire duration) (for dynamic purchasing systems - value of contract(s) not included in previous contract award notices) (for contracts based on framework agreements, if required - value of contract(s) not included in previous contract award notices)	
If a contract has not been awarded a value is not required. Once a contract is awarded a value is MANDATORY	
Value: (Please give the total value of the procurement. For information about individual contracts, please use section V)	123500.00
Currency:	Pound sterling
II.2) Description	
II.2.2) Additional CPV code(s)	
II.2.3) Place of performance	
NUTS code:	UK
II.2.4) Description of the procurement	
(nature and quantity of works, supplies or services or indication of needs and requirements)	The Cabinet Office (the 'Authority') has awarded a contract to the supplier for quantitative research regarding public attitudes and behaviours in relation to Coronavirus.
II.2.5) Award criteria	

Award of contract

Section V: Award of contract	
A contract/lot is awarded:	yes
V.1) Information on non-award	
V.2) Award of contract	
V.2.1) Date of conclusion of the contract	
(dd/mm/yyyy)	23/04/2020
V.2.2) Information about tenders	
Number of tenders received:	1
The contract has been awarded to a group of economic operators:	no
V.2.3) Name and address of the contractor	
Official name:	Fleetwood Strategy Ltd
Postal address:	Fleetwood Strategy Ltd The Mill Pury Hill Business Park, Alderton Road
Town:	Towcester
NUTS code:	UK
Postal code:	NN12 7LS
Country:	United Kingdom
The contractor is an SME:	yes
V.2.4) Information on value of the contract/lot (excluding VAT) (for framework agreements – total maximum value for this lot) (for dynamic purchasing systems – value of contract(s) for this lot not included in previous contract award notices) (for contracts based on framework agreements, if required – value of contract(s) for this lot not included in previous contract award notices)	
Total value of the contract/lot:	123500.00
Currency:	Pound sterling
V.2.5) Information about subcontracting	
Value or proportion likely to be subcontracted to third parties	
Section VI: Complementary information	
VI.3) Additional information	
VI.4) Procedures for review	
VI.4.1) Review body	
Official name:	High Court
Town:	London
Country:	United Kingdom
VI.4.2) Body responsible for mediation procedures	
VI.4.3) Review procedure	
VI.4.4) Service from which information about the review procedure may be obtained	
VI.5) Date of dispatch of this notice	
Annex D1 – General procurement	
Justification for the award of the contract without prior publication of a call for competition in the Official Journal of the European Union	
Directive 2014/24/EU	
please select the relevant option and provide an explanation:	Other justification for the award of the contract without prior publication of a call for competition in the Official Journal of the European Union
3.Explanation	

<p>Please explain in a clear and comprehensive manner why the award of the contract without prior publication in the Official Journal of the European Union is lawful, by stating the relevant facts and, as appropriate, the conclusions of law in accordance with the directive: (500 words maximum)</p>	<p>Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below</p> <ul style="list-style-type: none"> ● Extreme urgency brought about by events unforeseeable for the contracting authority and in accordance with the strict conditions stated in the directive. The coronavirus disease (Covid-19) is a serious infectious respiratory disease and its consequences pose a risk to life. <p>1) The Covid-19 outbreak is a public health emergency of international concerns as declared by the World Health Organisation on 30 January 2020. The WHO Director General characterised Covid-19 as a pandemic on 11 March 2020, by this stage Europe was the centre of the pandemic.</p> <p>2) There is an immediate need to give the public accurate, relevant information about the measures Government is implementing in response to the virus and the actions the public must take in order to comply with Government policy. In order to protect themselves and others and prevent the mass spread of the virus, it is crucial that the public understand and adhere to government messages. There is an immediate need to give the public accurate, relevant information about the measures Government is implementing in response to the virus and the actions the public must take in order to comply with Government policy. In order to protect themselves and others and prevent the mass spread of the virus, it is crucial that the public understand and adhere to government messages. Audience research is therefore required to inform the content and delivery of Government messaging, ensuring it is effective, and to understand the public's response in order to identify additional communications and policy needs. In these circumstances, a procurement following the usual timescales under the PCR 2015, including accelerated options, was impossible without an interruption to services.</p> <p>3) Corresponding with the principles of Regulation 32 and the new process set out in (Policy Procurement 01/20), Cabinet Office is satisfied the principles of tests permitting use of the negotiated procedure without prior publication (Regulation 32(2)(c)) were met as follows::</p> <p>A. As far as is strictly necessary: Audience research was identified as being strictly necessary to inform the content and delivery of Government messaging, ensuring it is effective, and to understand the public's response in order to identify additional communications and policy needs.</p> <p>B. There are genuine reasons for extreme urgency: Cabinet Office are responding to Covid-19 immediately because of public health risks presenting a genuine emergency.</p> <p>C. The events that have led to the need for extreme urgency were unforeseeable: As the EU Commission itself confirmed: 'the current coronavirus crisis presents an extreme and unforeseeable urgency - precisely for such a situation our European rules enable public buyers to buy within a matter of days, even hours, if necessary.' (Commissioner Breton, Internal Market, 1 April 2020).</p> <p>D. It was impossible to comply with the usual timescales in the PCR: Due to the urgency of the situation there was no time to run an accelerated procurement under the open, restricted or competitive Procedures with negotiation that would allow the supplier to commence work.</p> <p>E. The situation is not attributable to the contracting authority: Cabinet Office has not caused or contributed to the coronavirus crisis, which justifies the need for extreme urgency.</p>
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