

Questionnaire to suppliers for Evaluation of online perceptions of Covid-19 testing programme- REF C227556

1. About UKHSA

The UKHSA's mission is to provide health security for the nation by protecting from infectious disease and external hazards. To achieve this, the UKHSA has the following objectives:

PREVENT: take action to mitigate threats to health before they materialize and build the nation's health resilience and security

DETECT: detect and monitor infectious disease and external threats to health

ANALYSE: analyse threats to health and how best to prevent and control with a robust evidence and knowledge base

RESPOND: take action to mitigate threats to health when they materialise

LEAD: lead a system-wide response in partnership with local authorities, NHS, academia and industry inc. building a workforce

The PHCO Team has several responsibilities towards these aims, supporting good health protection and security outcomes, developing new interventions and initiatives, monitoring the effectiveness and safety of existing public health interventions, and building the evidence base to achieve.

2. Purpose of the request

The UK Health Security Agency (UKHSA) is seeking to commission an external supplier to evaluate how perceptions of the national testing programme evolved online during the Covid-19 pandemic from first reports of the pandemic circa. December 2019 to present, in terms of:

- (i) the efficacy of the tests and
- (ii) the management of the programme, to derive actionable recommendations that will help maximise confidence in testing interventions and consequently the delivery of the public health aims of comparable future testing interventions. Health equity is a particular transversal theme in the analysis as is the importance of recommendations being within UKHSA's remit.

3. Aims & Objectives

3.1. Comprehensive Perception Analysis:

- Objective: Gain in-depth insights into the perceptions of the national testing program.
- Method: Analyse content shared on open social media timelines, capturing opinions from personal and professional networks, and examining content within personal timelines to understand impact of different influences.

3.2. Audience-Centric Approach:

- Objective: Understand the factors shaping audience opinions both online and in real life.



- Proposed approaches should include a focus on potential audiences, including health policy decision-makers (senior clinicians, epidemiologists, academics, commissioners, specialist media, Trust management, and NGO leaders) and the UK public.

3.3. Interconnected Analysis:

- Objective: Interrogate the connection between upstream discussions among health policy decision-makers and downstream impacts on public confidence.
- Method: Examine how upstream comments appearing in relevant social media timelines influence downstream public sentiment, considering the role of media and key influencers in mediating this connection.

By aligning the objectives with the project proposal and emphasizing an audience-centric approach, the analysis aims to provide a nuanced understanding of the national testing program's perceptions, bridging the gap between health policy decision-makers and the broader UK public.

4. Scope of work:

The selected bidder(s) will be expected to:

- 4.1. Use analysis to define the evolving narratives on testing in the online conversation for each audience, identify influencers propagating the narratives and break down the audience segments being influenced.
- 4.2. Structure analysis against the two pillars of testing and break content down where relevant to understand sentiment and conversation by sample collection and sample processing method, for each pillar; a particular focus for pillar 2 will be on perceptions of Lateral Flow Devices (LFDs) vs lab based testing (predominantly Polymerase Chain Reaction/PCR based technologies).
- 4.3. Analysis should include an assessment of the connection between upstream comment and discussion among health policy decision-makers and downstream impact on public confidence, as mediated by media and key influencers. A requirement is that the analysis should include what is landing in individuals social media timelines to help understand impact of different influences.
- 4.4. Create recommendations based on the analysis, which will be focus on (a) mitigating issues that are highlighted and (b) highlight what worked well in terms of perceptions of confidence, for any comparable future testing intervention.
 - Recommendations should be identified that are: (i) wholly within UKHSA's remit and (ii) broader recommendations that are extend beyond UKHSA's exclusive remit but where the UKHSA would contribute opinion as part of the decision-making process.

5. Deliverables and Timelines

The deliverables should include:

5.1. Research Report(s):

A publicly available report(s) outlining the findings of commissioned work.

5.2. Academic Papers:



Collaboration with UKHSA on a submittable academic paper(s) to peer-reviewed journals in public health, economics, and epidemiology, focusing on the economic implications of using negative results to end self-isolation.

5.3. Policy Recommendations:

Provide evidence-based policy recommendations for the utilization of testing in determining the safe and cost-effective end of self-isolation.

5.4. Presentation of findings:

Present research findings in a meeting with key stakeholders.

Delivery schedule

The successful bidder will be expected to deliver within the following specified timelines:

Delivery is proposed 3 months, estimated starting from 2nd January 2024 to 31st March 2024 (subject to change depend on contract commencement date), with deliverables at three stages, each with progressively greater depth building to the final report. Below dates are estimated, subject to contract commencement date:

- 2nd January 2024 to 30th January 2024 – Initial analysis reports on both audiences, with high level conclusions, for discussion with UKHSA team to refine and validates approaches and identify areas for further examination.
- 31st January 2024 to 28th February 2024 – Interim analysis report on both audiences with draft recommendations, for detailed review by UKHSA and granular feedback.
- 29th February 2024 to 29th March 2024 – Final analysis report on both audiences with full recommendations.

6. Our responsibilities

In addition, a PHCO staff will assist in all phases of project management, from defining scope, producing project plans and project delivery to time and quality standards, this will include but is not limited to:

- 6.1. Building effective working relationships with suppliers.
- 6.2. Monitoring progress and offering guidance and support where needed.
- 6.3. Interacting with senior stakeholders both within PHCO and the broader UKHSA organisation as well as NHS and other external organisations where necessary.
- 6.4. Supporting appropriate approvals and sign off processes for analysis and results.

7. Key deliverables

- 7.1. Quality assurance: all reports publications and documents must meet the highest standards of quality, accuracy, and clarity, as assessed through internal and external (peer) reviews.
- 7.2. Timely deliverables: the supplier must have consistently delivered drafts, final manuscripts, and submissions within agreed upon timescales.
- 7.3. Alignment with ethical guidelines: all publications must adhere to ethical guidelines, regulatory standards, and the highest industry requirements. They must also comply to data protection laws.

7.4. Publications must be successfully submitted to academic journals or www.gov.uk/

7.5. All data and material equipment belonging to UKHSA must be returned at the earliest opportunity as documented in contracts.

8. Evaluation Criteria:

PART ONE: TECHNICAL QUESTIONS (60%)

Given the complexity of the project, focusing a significant portion on quality ensures that the selected vendor will possess the necessary expertise, skills, and resources to execute a thorough analysis of the evolving perceptions of the national testing program. Experience and qualifications of the bidder and their team will also be evaluated as will the quality and relevance of any prior published work. The supplier will need to demonstrate an understanding of project requirements and outline how they will meet each of the requirements of the analysis. This aligns with our commitment to deriving actionable recommendations and insights.

- **Q2.1 (12%)** Please demonstrate your understanding of the project requirement/scope of work as outlined in attachment 3, section 2-5.
- **Q2.2 (12%)** Provide a detailed proposal explaining your approach and methodology, including timelines and cost breakdowns in order to meet the requirements.
- **Q2.3 (12%)** Please share a company profile, including details of the team member(s) that will be working on this project. Please provide CVs'.
- **Q2.4 (12%)** Please provide samples of previous work(s), to demonstrate your organisation has the relevant experience and skills to fulfil the scope of works required in this requirement.
- **Q2.5 (12%)** Please provide details of the methods and technique that you will be using to obtain the required information and to present the deliverables required.

PART TWO: Social Value (10%)

Recognizing the public health nature of the project, we prioritize social value. The chosen vendor should demonstrate a commitment to ethical practices, inclusivity, and community engagement. This includes considerations for diversity in the workforce, environmental sustainability, and positive community contributions. A social value weighting aligns with our organizational values and broader societal goals.

- **Q3.1 (5%)** Please describe what measures are in place to work towards a real



living wage for your staff and supply chain.

- **Q3.2 (5%)** Please describe the Social Value initiative that you propose to implement during the contract life cycle and how are these going to be measured and reported.

PART THREE: PRICE (30%)

Overall cost for the delivery of the user requirements and your responses to the questions in your proposal and costings **onto attachment 4** should include the following option:

- **Q4.1** Total cost include the below 3 deliverables:

Milestone deliverable 1:

- Initial analysis reports on both audiences, with high level conclusions, for discussion with UKHSA team to refine and validates approaches and identify areas for further examination

Milestone deliverable 2:

- Interim analysis report on both audiences with draft recommendations, for detailed review by UKHSA and granular feedback

Milestone deliverable 3:

- Final analysis report on both audiences with full recommendations

Tender Evaluation Methodology

Descriptor	Score
Poor/No information received. Does not meet requirement/ poor standard as to provide no confidence that the service will meet requirement.	0 – Non-Compliant
The proposed approach fails to demonstrate an adequate understanding of the service requirements and objectives.	25 - Weak
The proposed approach demonstrates an adequate understanding of the service requirements and objectives and covers the key issues to an acceptable standard.	50 - Acceptable
The proposed approach demonstrates a good understanding of the service requirements and objectives. It deals fully with the key issues over the life of the service.	75 - Good



The proposed approach has been tailored specifically to deliver the Authority's service requirements and objectives, uses innovative approaches to deal comprehensively with the key issues and is likely to maximise performance.	100 - Excellent
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Timelines for the Competition

Launch of procurement – 7th December 2023

Clarification period starts - 7th December 2023

Clarification questions submission deadline – Noon 18th December 2023

Deadline for publication of responses to Clarification questions – 20th December 2023

Bid Submission Deadline – Noon 22nd December 2023

Commencement of Evaluation Process – 22nd December 2023

Proposed Award Date of Contract – by 12th January 2024

Expected execution (signature) date for Contract(s) – 17th January 2024

Expected commencement date for Contract – 18th January 2024