**Behavioural Insights Ltd  
4 Matthew Parker St,**

**London**

**SW1H 9NP**

**Attn: [REDACTED]**

**Email: [REDACTED]**

Date: 16 July 2021

Contract ref: CCZZ21A16

Dear **[REDACTED]**,

**Award of Contract for The Provision of Specialist Behavioural Insight Support**

Further to your submission of a bid for the above Procurement, on behalf of Cabinet Office (the “Authority”), I am pleased to inform you that you ranked first in our evaluation and therefore we would like to award the contract to you.

The attached appendix provides detailed feedback on your submission.

The call-off contract shall commence on 19 July 2021 and the Expiry Date will be 19 November 2021. There is no option to extend the Contract. The total contract value shall be £49,718.75 (ex VAT).

This procurement activity was a Call Off under Commercial Agreement RM6004 – Behavioural Insights – Lot 1 and the Commercial Agreement Terms and Conditions shall apply. A copy of the contract is provided with this Award Letter and includes those terms and conditions.

Please sign the Call-Off Contract/Terms and Conditions (Attachment 5) and forward to the Procurement Lead electronically via the e-Sourcing Suites’ messaging service by 15:00 hrs on Friday 16 July 2021. You are reminded that no engagement with the Contracting Authority is permitted until a copy of the signed contract is received.

A copy signed on behalf of the Contracting Authority will be returned for your records.

Should you have any queries regarding this or any other matter please do not hesitate to contact me.

Yours sincerely,

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| Signed for and on behalf of Cabinet Office | |
| Name: **[REDACTED]** |  |
| Signature: **[REDACTED]** |  |
| Date: 16 July 2021 |  |