

**United Kingdom-London: Social research services**  
**OJ S 146/2021 30/07/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Cabinet Office

Postal address: 70 Whitehall

Town: London

NUTS code: UK United Kingdom

Postal code: SW1A 2AS

Country: United Kingdom

E-mail: [commercial@cabinetoffice.gov.uk](mailto:commercial@cabinetoffice.gov.uk)

**Internet address(es):**

Main address: <https://www.gov.uk/government/organisations/cabinet-office>

**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

General public services

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Provision of Media Analysis on Government Covid-19 Communications

Reference number: CCIH20A28

**II.1.2. Main CPV code**

79315000 Social research services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The Cabinet Office (the 'Authority') has awarded a contract to the supplier for media monitoring and analysis services 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**

Value excluding VAT: 139 338,00 GBP

**II.2. Description**

### **II.2.3. Place of performance**

NUTS code: UK United Kingdom

### **II.2.4. Description of the procurement**

The Cabinet Office (the 'Authority') has awarded a contract to the supplier for a media analysis tool and service to support analysis and facilitate insight for the international communications response to Coronavirus.

### **II.2.5. Award criteria**

Quality criterion - Name: Quality/capability / Weighting: 80

Price - Weighting: 20

### **II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

### **II.2.14. Additional information**

## **Section IV: Procedure**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

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

- Extreme urgency brought about by events unforeseeable for the contracting authority and in accordance with the strict conditions stated in the directive

Explanation:

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;

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.

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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.

In these circumstances, a procurement following the usual timescales under the PCR 2015, including accelerated options, was impossible without an interruption to services.

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:

- A. As far as is strictly necessary: to communicate to citizens the necessary precautions and measures being put in place to manage through the emerging crisis, in the absence of an existing agreement for the provision of strategic communications advisory services;
- 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;
- 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);
- 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;
- 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. The original contract was let as a single tender action without prior competition (non-OJEU) with effect from 27 April 2020-26 April 2021 at a value of GBP 99 828 + VAT. A contracts finder notice was issued reflecting this.

**IV.1.3. Information about a framework agreement or a dynamic purchasing system**

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

The procurement is covered by the Government Procurement Agreement: yes

**IV.2. Administrative information**

**IV.2.8. Information about termination of dynamic purchasing system**

**IV.2.9. Information about termination of call for competition in the form of a prior information notice**

**Section V: Award of contract**

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**Title:**

Provision of Media Analysis on Government Covid-19 Communications

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

27/04/2020

**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: Signal Media Ltd

Postal address: 9th Floor, 145 City Road, Hoxton

Town: London

NUTS code: UK United Kingdom

Postal code: EC1V 1AZ

Country: United Kingdom  
The contractor is an SME: no

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 99 828,00 GBP  
Total value of the contract/lot: 139 338,00 GBP

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.3. Additional information**

Contracts Finder Notice

<https://www.contractsfinder.service.gov.uk/Notice/0cf04e11-aa45-4aad-8d0d-b30bf1717679>

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: High Court  
Town: London  
Country: United Kingdom

**VI.5. Date of dispatch of this notice**

27/07/2021