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Award

## **Provision of Student and Education Sector Data**

Manchester Metropolitan University

F15: Voluntary ex ante transparency notice

Notice identifier: 2022/S 000-000293

Procurement identifier (OCID): ocds-h6vhtk-0307ba

Published 6 January 2022, 10:59am

### **Section I: Contracting authority/entity**

#### **I.1) Name and addresses**

Manchester Metropolitan University

All Saints, Grosvenor Square

MANCHESTER

M156BH

#### **Contact**

Steve Everitt

#### **Email**

[s.everitt@mmu.ac.uk](mailto:s.everitt@mmu.ac.uk)

#### **Country**

United Kingdom

**NUTS code**

UKD33 - Manchester

**Internet address(es)**

Main address

[www.mmu.ac.uk](http://www.mmu.ac.uk)

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

Body governed by public law

**I.5) Main activity**

Education

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**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

Provision of Student and Education Sector Data

Reference number

SSA007

**II.1.2) Main CPV code**

- 72300000 - Data services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The University seeks to award a contract for the provision of student recruitment data and

subsequent student recruitment advertising services.

### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £426,528

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 72321000 - Added-value database services
- 79341400 - Advertising campaign services

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

NUTS codes

- UKD3 - Greater Manchester

Main site or place of performance

Manchester

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

Provision of student recruitment data and subsequent student recruitment advertising services, including pre-applicant database, UCAS application patterns and number, University admission behaviours and numbers, etc. for UK undergraduate university applications.

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

Price

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

Options: No

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## **Section IV. Procedure**

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

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

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

The University seeks to award a contract for the provision of student recruitment intelligence and student recruitment advertising services as UCAS are the sole holder of the data required to enable this proven and sophisticated approach to student recruitment (pre-applicant database, UCAS application patterns and number, University admission behaviours and numbers, etc.) as they alone handle UK undergraduate university applications.

The contract is for a 12-month period.

The award is made in line with the Public Contract Regulations 2015 Regulation 32(2)(b)(ii) competition is absent for technical reasons.

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

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section V. Award of contract/concession**

### **Contract No**

SSA007

A contract/lot is awarded: Yes

### **V.2) Award of contract/concession**

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

6 January 2022

### **V.2.2) Information about tenders**

The contract has been awarded to a group of economic operators: No

### **V.2.3) Name and address of the contractor/concessionaire**

UCAS Media Ltd

Rose Hill, New Barn Lane

Cheltenham

GL52 3LZ

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor/concessionaire is an SME

Yes

### **V.2.4) Information on value of contract/lot/concession (excluding VAT)**

Initial estimated total value of the contract/lot/concession: £426,528

Total value of the contract/lot/concession: £426,528

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Manchester Metropolitan University

Manchester

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

The Public Contract Regulations 2015 provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland). The authority incorporates a standstill period (i.e. a minimum of 10 calendar days) before this contract is awarded..