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Contract

MARKET DEVELOPMENT IN SOUTH ASIA

Sheffield Hallam University

F03: Contract award notice

Notice identifier: 2023/S 000-000889

Procurement identifier (OCID): ocds-h6vhtk-032da3

Published 11 January 2023, 6:04pm

Section I: Contracting authority

I.1) Name and addresses

Sheffield Hallam University

City Campus, Howard Street

SHEFFIELD

S11WB

Contact

Procurement Team

Email

strategicprocurement@shu.ac.uk

Telephone

+44 1142253431

Country

United Kingdom

Region code

UKE32 - Sheffield

UK Register of Learning Providers (UKPRN number)

10005790

Internet address(es)

Main address

<https://www.shu.ac.uk>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

MARKET DEVELOPMENT IN SOUTH ASIA

Reference number

2122-33-GED-JB

II.1.2) Main CPV code

- 98900000 - Services provided by extra-territorial organisations and bodies

II.1.3) Type of contract

Services

II.1.4) Short description

The University required a supplier who could provide a staffed, agile regional office presence,

based in India, to provide student recruitment, marketing and partnership development services on behalf of Sheffield Hallam, across the South Asia region (to include India, Bangladesh, Nepal and Sri Lanka).

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: £1,916,666

II.2) Description

II.2.3) Place of performance

NUTS codes

- IN - India

II.2.4) Description of the procurement

Key Requirements

Subject to the potential scope changes discussed above, the successful Supplier will be required to deliver a service comprising two main elements:

1. A Management Framework which comprises the following features:

General set up and infrastructure:

- An appropriate, properly constituted legal entity under which local operations can take place

- Suitable, well-located premises in India with easy, direct access to a significant proportion

of the student target market with appropriate workspaces to accommodate at least five people and including video conferencing facilities

- Arrangements for flexible working away from the office
- Secure IT and telecommunications infrastructure of an international standard, including secure, high speed internet access (please also refer to the further details and requirements

provided under the heading of "IT Systems and Data" as detailed later in this Part 3)

- Suitable storage space for documents and marketing materials
- Access to any necessary infrastructure that supports continued delivery of recruitment and

marketing activity in South Asia

- Infrastructure which provides stability but also flexibility, allowing the University to adjust operating and resourcing model in response to opportunity and changing market needs.

Business operations

- Regular communication with the University, including the provision of monthly Activity Reports and providing timely, accurate management information and Key Performance Indicators in relation to the Office and its operations.

- Provision of human resource and associated services to include engagement, line management and supervision of suitable local staff and ongoing recruitment of appropriate

personnel, as necessary or appropriate to ensure Targets are met.

Financial Management

- Project management and accounting activities including (with the University's prior written

approval of scope and costs) taking advice from such accounting, auditing and legal experts

aa are required to ensure current and future compliance with all legal, tax, audit, filing and regulatory changes in the South Asia region and to execute and support the University and

all activities under the contract. This includes but is not limited to:

- Regular (monthly) reporting of financial performance against agreed annual operating budgets

- Oversight of the financial administration of the Office including management of payroll and

relevant tax, benefits, pension and insurance payments for all staff, in accordance with local

laws and regulations.

- Management of the Project bank account and ensuring compliance with all local tax requirements.

- Proper accounting procedures, records and controls and adhering to the University's and

local accounting standards, Policies and controls.

- To be responsible for statutory reporting, corporate governance, management reporting, financial planning, internal controls, credit control and risk management.
- To provide costing information to support product development and commercial decision making.
- To appoint an external auditor to provide annual audited accounts.

2. Appoint appropriate Personnel to deliver the service

Under University's current contract for the South Asia Office the incumbent Consultant employs five full time staff members, three of which are dedicated to application processing.

Within the Management Framework, through the appointed Office Personnel and on the direction of identified UK-based managers, The Service will be delivered and, subject to any

changes in scope (as referred to above) will comprise:

- Provision of key service functions including support of UKVI compliance, marketing, market

intelligence, partnership support, applicant and agent relationship management, logistics and visit support.

- Delivery of the university's Admissions service in the region, including application review,

recommendation for offer and follow-up.

- Proactive identification and reporting to the university of new business opportunities, in line with the university strategy, global engagement plan and agreed regional priorities, ensuring any proposals align with relevant local and UK (QAA) quality requirements.

- To support, manage and monitor the relationship with collaborative education partners, identifying opportunities for future development/growth, resolving issues as required, supporting recruitment to target and monitoring performance
- Advice on the development of new academic programmes for the region or for specific partners
- Development of a market development strategy, working in consultation with the Directorate of Global Development & Partnerships and Directorate of Recruitment, Communications & Marketing, in Sheffield (UK).
- Liaison with other key stakeholders internally (for example, members of Sheffield Hallam staff from University colleges) and externally (for example, UKVI, The High Commission and other local institutions)
- Provision of market research and intelligence, analysis of opportunities and local advice, to contribute to university planning and strategy development
- Overseeing the recruitment to target of students from South Asia via attendance at exhibitions and road shows; selection, management and support of agents; establishment and support of progression agreements with schools,colleges, universities, funding bodies etc.
- Identifying prospective college, University, government department and company partners in the region and lead contractual negotiations, as required, to secure collaborative delivery or consultancy contracts for the University in the region.
- Management of the University alumni network in India and the wider South Asia region

- Event management of graduation ceremonies, alumni events, conferences and other events, working in close liaison with teams at the University as and when required.
- Ensuring compliance, and being able to evidence compliance, with all relevant external (UK) legislation and requirements relating to international student recruitment, collaborative partnerships and consultancy activities including but not limited to: UKV&I, QAA, Fraud, Corruption, Bribery and Criminal Finances legislation, Data Protection, Modern Slavery, Equalities, Diversity and Inclusion, Counter-Terrorism and Security (including the "Prevent" duty), and tax compliance
- Effective management of the enquiry, admissions and customer relationship processes to ensure an optimum experience for enquirers and applicants.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60%

Price - Weighting: 40%

II.2.11) Information about options

Options: Yes

Description of options

The contract is for 3 years with a possibility of a 3 year extension period depending on the University's requirements and contract performance.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-009991](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

25 November 2022

V.2.2) Information about tenders

Number of tenders received: 7

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

V.2.3) Name and address of the contractor

SANNAM S4 MANAGEMENT SERVICES INDIA PVT LTD

3 RD Floor, Devika, Tower No. 6, Nehru Place, New Delhi 110019, India

New Delhi

Country

India

NUTS code

- IN - India

Companies House

09002645

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,916,666

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Sheffield Hallam University

Sheffield

Country

United Kingdom