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Award

## **Provision of Student Recruitment Intelligence and Student Recruitment Advertising Services**

The University of Northampton

F15: Voluntary ex ante transparency notice

Notice identifier: 2021/S 000-003302

Procurement identifier (OCID): ocds-h6vhtk-02944d

Published 18 February 2021, 5:05pm

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

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

The University of Northampton

Waterside Campus, University Drive, Northampton

Northamptonshire

NN1 5PH

#### **Contact**

Julia Gough

#### **Email**

[Julia.Gough@northampton.ac.uk](mailto:Julia.Gough@northampton.ac.uk)

#### **Telephone**

+44 1604892663

**Country**

United Kingdom

**NUTS code**

UKF2 - Leicestershire, Rutland and Northamptonshire

**Internet address(es)**

Main address

[www.northampton.ac.uk](http://www.northampton.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 Recruitment Intelligence and Student Recruitment Advertising Services

**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 intelligence

and subsequent student recruitment advertising services. UCAS is 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.

### **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: £750,000

## **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

- UKF2 - Leicestershire, Rutland and Northamptonshire

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

The University seeks to award a contract for the provision of student recruitment intelligence and subsequent student recruitment advertising services. UCAS is 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.

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

Options: No

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## **Section IV. Procedure**

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

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

Negotiated without a prior call for competition

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
  - absence of competition for technical reasons

Explanation:

The University seeks to award a contract for the provision of student recruitment intelligence and subsequent student recruitment advertising services. UCAS is 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 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**

A contract/lot is awarded: Yes

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

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

18 February 2021

#### **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

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)**

Total value of the contract/lot/concession: £750,000

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## **Section VI. Complementary information**

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

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

University of Northampton

Waterside Campus

Northamptonshire

NN1 5PH

Telephone

+44 1604735500

Country

United Kingdom

Internet address

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