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Awarded contract

Provision of Student Recruitment Intelligence and Student Recruitment Advertising Services

The University of Northampton

F15: Voluntary ex ante transparency notice

Notice reference: 2021/S 000-003302

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

Telephone

+44 1604892663

Country

United Kingdom

NUTS code

UKF2 - Leicestershire, Rutland and Northamptonshire

Internet address(es)

Main address

www.northampton.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**

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

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

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of Northampton

Waterside Campus

Northamptonshire

NN1 5PH

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+44 1604735500

Country

United Kingdom

Internet address

www.northampton.ac.uk