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Tender

## **MARKET DEVELOPMENT IN SOUTH ASIA**

Sheffield Hallam University

F02: Contract notice

Notice identifier: 2022/S 000-009991

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

Published 14 April 2022, 9:29am

### **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](mailto:strategicprocurement@shu.ac.uk)

#### **Telephone**

+44 1142253431

#### **Country**

United Kingdom

**Region code**

UKE32 - Sheffield

**Internet address(es)**

Main address

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

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/sheffieldhallamuniversity.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/sheffieldhallamuniversity.aspx/Home>

**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**

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 requires a supplier who can 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.1.5) Estimated total value**

Value excluding VAT: £1,300,000

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

This contract is divided into lots: No

## **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 as 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 (please see Table 1 and Table 2 below) 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: Project office model and service capabilities / Weighting: 9

Quality criterion - Name: Staffing / Weighting: 3

Quality criterion - Name: Ways of working, including communication and reporting / Weighting: 6

Quality criterion - Name: Compliance / Weighting: 3

Quality criterion - Name: Location and IT infrastructure / Weighting: 3

Quality criterion - Name: Networks and relationships / Weighting: 12

Quality criterion - Name: Transition / Weighting: 3

Quality criterion - Name: Tender approach / Weighting: 12

Quality criterion - Name: Statement to support variable costs / Weighting: 9

Price - Weighting: 40

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

There is a further possibility of a 3 year extension period depending on the University's requirements and contract performance. However, the University reserves the right to terminate the Contract with the supplier by providing a 6 month notice period. Please refer to the Terms and Conditions of Contract included with the ITT for further details.

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

As defined in the Invitation to Tender documentation

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents



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## **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

3 May 2022

Local time

10:00am

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

11 May 2022

Local time

10:00am

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

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

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

Sheffield Hallam University - legal services

Sheffield

Country

United Kingdom