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Award

CRM System

College of West Anglia

UK5: Transparency notice - Procurement Act 2023 - view information about notice types
Notice identifier: 2025/S 000-010947
Procurement identifier (OCID): ocds-h6vhtk-04f801
Published 24 March 2025, 3:12pm

Scope

Description

Hubspot CRM System being delivered and supported by Babelquest Services

Contract 1

Supplier

- BabelQuest Services

Contract value

- £313,692.40 excluding VAT

- £376,430.88 including VAT

Above the relevant threshold

Earliest date the contract will be signed

3 April 2025

Contract dates (estimated)

- 4 April 2025 to 3 April 2029

- 4 years

Main procurement category

Services

CPV classifications

- 72261000 - Software support services

Contract locations

- UKC - North East (England)

- UKD - North West (England)

- UKE - Yorkshire and the Humber

- UKF - East Midlands (England)

- UKG - West Midlands (England)

- UKH - East of England

- UKI - London

- UKJ - South East (England)

- UKK - South West (England)

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

- Prototypes and development

- Single supplier - technical reasons

Prototype and Development:

This is a bespoke solution to connect our student journey into a single platform based on their existing HubSpot Education Framework, and customise it to connect to other college systems to enable secure data sharing with different departments, including B2B, Higher Education, Apprenticeships, Events and alumni management.

Single Supplier Technical Reasons:

. The HubSpot licence cost is the same regardless of whether it is contracted with BabelQuest, directly with HubSpot, or via another HubSpot Solutions Partner. The services element of the solution offered by BabelQuest has been designed specifically for CWA, and based on an existing Education-specific framework that they have developed and deployed at other institutions, and this represents a saving for the college compared with designing these implementation and support services from scratch.

BabelQuest has a proven methodology for the technical design, implementation, testing, training, launch and ongoing managed service for support and enhancement of the specific HubSpot-based solution the college requires. They are the only UK-based HubSpot Solutions Partner with this proven capability in the education sector and the only HubSpot partner approved by CCS on G-Cloud-14

Supplier

BabelQuest Services

- Companies House: 07190490

9 Vineyard Chambers, Vineyard

Abingdon

OX14 3PX

United Kingdom

Email: accounts@babelquest.co.uk

Region: UKJ14 - Oxfordshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

College of West Anglia

- UK Register of Learning Providers (UKPRN number): 10007916

- Public Procurement Organisation Number: PHMP-5191-QLGZ

Tennyson Avenue

King's Lynn

PE30 2QW

United Kingdom

Contact name: Fatima Bensihem

Telephone: +441553815422

Email: fatima.bensihem@cwa.ac.uk

Region: UKH16 - North and West Norfolk

Organisation type: Public authority - sub-central government