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Contract

## **CRM SYSTEM**

College of West Anglia

F03: Contract award notice

Notice identifier: 2025/S 000-010948

Procurement identifier (OCID): ocds-h6vhtk-04f802

Published 24 March 2025, 3:13pm

## **Section I: Contracting authority**

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

College of West Anglia

Tennyson Avenue

Kings Lynn

PE30 2QW

### **Contact**

Fatima Bensihem

### **Email**

[fatima.bensihem@cwa.ac.uk](mailto:fatima.bensihem@cwa.ac.uk)

### **Telephone**

+44 1553815422

### **Country**

United Kingdom

**Region code**

UKH - East of England

**UK Register of Learning Providers (UKPRN number)**

10007916

**Internet address(es)**

Main address

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

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

CRM SYSTEM

#### **II.1.2) Main CPV code**

- 72261000 - Software support services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Support services for Hubspot

#### **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: £218,764.80

## **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 72261000 - Software support services

#### **II.2.3) Place of performance**

NUTS codes

- 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)

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

A bespoke solution to connect our student journey into a single platform based on the supplier's 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.

#### **II.2.5) Award criteria**

Price

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

Options: No

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## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

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

Explanation:

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

#### 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**

A contract/lot is awarded: Yes

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

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

24 March 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 1

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

#### **V.2.3) Name and address of the contractor**

Babelquest Services

Abingdon

OX14 3PX

Country

United Kingdom

NUTS code

- UKJ - South East (England)

Companies House

07190490

The contractor is an SME

Yes

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

Total value of the contract/lot: £218,764.80

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## **Section VI. Complementary information**

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

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

College of West Anglia

Kings Lynn

Country

United Kingdom