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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

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

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

Education

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

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

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

College of West Anglia

Kings Lynn

Country

United Kingdom