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Tender

## **T23/30\_Student Recruitment Conversion**

Anglia Ruskin University Higher Education Corporation

F02: Contract notice

Notice identifier: 2024/S 000-010988

Procurement identifier (OCID): ocds-h6vhtk-044fb1

Published 4 April 2024, 3:46pm

### **Section I: Contracting authority**

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

Anglia Ruskin University Higher Education Corporation

Bishop Hall Lane

Chelmsford

CM1 1SQ

#### **Contact**

Procurement

#### **Email**

[procurement@aru.ac.uk](mailto:procurement@aru.ac.uk)

#### **Telephone**

+44 1245493131

#### **Country**

United Kingdom

**NUTS code**

UKH - East of England

**Internet address(es)**

Main address

[www.aru.ac.uk](http://www.aru.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/angliaruskinuniversity>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

**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

T23/30\_Student Recruitment Conversion

Reference number

T23/30

#### II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Please find attached documents relating to the tender for Student Recruitment Conversion services (issued under the Open procedure). Please note the closing date for your ITT return is 12 noon on 8th May 2024. Tenderers must check that all the documents listed in the contents have been received and are complete in all respects: T23.30\_Selection Questionnaire, T23.30\_Specification and Tender Questionnaire, T23.30\_Conversion Pricing Schedule, 20230112\_Form of Tender\_RETURN with submission. Bidders are reminded that large electronic files may take time to upload to In-Tend. Bidders must allow sufficient time to fully transmit all files they wish to submit prior to the published closing time. Please see paragraph 1.18 of the Invitation to Tender document for further information.

#### II.1.5) Estimated total value

Value excluding VAT: £1,000,000

#### II.1.6) Information about lots

This contract is divided into lots: No

### II.2) Description

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

- 79342100 - Direct marketing services

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

NUTS codes

- UKH - East of England

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

The University is looking for a conversion partner to carry out student recruitment conversion services. The University expects to see an increase and overall improvement in conversion rates from an enquirer stage all the way through to a final student enrolment stage to aid in achieving the University's recruitment targets, which are yet to be determined but look at an overall increase on previous years targets by 5-10% (for the undergraduate market) over the initial contract period.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £1,000,000

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

Duration in months

26

This contract is subject to renewal

Yes

Description of renewals

2 x 12 months

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

Variants will be accepted: No

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

Options: Yes

Description of options

2 x 12 months

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

### **II.2.14) Additional information**

This Tender is being conducted electronically using the Anglia Ruskin University eTendering system which can be found at <https://intendhost.co.uk/angliaruskinuniversity/To> receive documents, the users must first register and obtain login details. Existing users should log in to the website and express interest.

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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

N/A

#### **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

## **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

8 May 2024

Local time

12:00pm

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

English

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

Date

8 May 2024

Local time

12:30pm

Place

Online

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

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

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

Anglia Ruskin University Higher Education Corporation

Bishop Hall Lane

Chelmsford

CM1 1SQ

Email

[procurement@aru.ac.uk](mailto:procurement@aru.ac.uk)

Telephone

+44 1245493131

Country

United Kingdom

Internet address

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

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

Anglia Ruskin University Higher Education Corporation will incorporate the statutory 10-day standstill period under Regulation 87 into the award process. UK Legislation provides a mechanism for aggrieved parties who have been harmed or who are at risk of harm by Anglia Ruskin University Higher Education Corporation's breach of the Regulations to take action in the High Court. Any such action should be brought promptly and in any event within 30 days of the date the tenderer knew or ought to have known that grounds for starting proceedings have arisen. The procedures and grounds for appeal are set out in Regulation 92.