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Tender

## **Enrolment Support Services - International Students**

University of Brighton

F02: Contract notice

Notice identifier: 2024/S 000-011153

Procurement identifier (OCID): ocids-h6vhtk-045013

Published 5 April 2024, 3:46pm

The closing date and time has been changed to:

**13 May 2024, 1:00pm**

See the [change notice](#).

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

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

University of Brighton

Mithras House, Lewes Road

Brighton

BN2 4AT

#### **Email**

[purchasing services@brighton.ac.uk](mailto:purchasing services@brighton.ac.uk)

#### **Country**

United Kingdom

## **NUTS code**

UKJ21 - Brighton and Hove

## **Internet address(es)**

Main address

[www.brighton.ac.uk](http://www.brighton.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/sesharedservices.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/sesharedservices.aspx/Home>

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**

Enrolment Support Services - International Students

Reference number

UOB - 037597

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

- 75121000 - Administrative educational services

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

Services

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

The University is seeking a third-party organisation to support the Application processing and conversion support for all overseas undergraduate and postgraduate applications. This is expected to include all undergraduate and postgraduate programmes that do not require an interview.

#### **II.1.5) Estimated total value**

Value excluding VAT: £2,000,000

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

This contract is divided into lots: No

### **II.2) Description**

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

NUTS codes

- UKJ21 - Brighton and Hove

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

The University is seeking a third-party organisation to support the Application processing and conversion support for all overseas undergraduate and postgraduate applications. This is expected to include all undergraduate and postgraduate programmes that do not require an interview. Application processing includes:

- Qualifying and processing student applications.
- Ensuring applications are completed correctly and fully with relevant accompanying documents included.
- Following-up on in-complete applications and tracking reasons for delays.
- Matching eligibility of applicants against entry criteria and issuing offer letters to qualified applicants.
- Updating applicant records on Brighton's admissions systems.
- Consulting with the Brighton based team about borderline applications.
- Supporting the CAS team with the delivery of pre-CAS interviews.
- Reporting regularly on progress and working to agreed KPI's.

It is expected that the conversion support services will work under the direction of the University of Brighton's Marketing & Recruitment Team and will include:

- email marketing campaigns to applications at the enquiry stage that generate new applications.
- email marketing campaigns at offer holder stage that drive conversion.
- Undertake work to enhance offer to enrolment conversion rates.
- Proactively develop initiatives to enhance and improve conversion.
- Gain marketing intelligence through telephone campaigns e.g. reasons why students are accepting/declining their offer or other sentiments as required by the University.
- Develop and execute an offer to enrolment phone call strategy that provides a high level of service and care to offer holders.

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

Price

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

Start date

29 August 2024

End date

28 August 2027

This contract is subject to renewal

Yes

Description of renewals

The contract will be renewed at the end of its term

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

Variants will be accepted: Yes

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

Options: No

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

The procurement is related to a project and/or programme financed by European Union funds: 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

Selection criteria as stated in the procurement documents

#### **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**

Originally published as:

Date

3 May 2024

Local time

1:00pm

Changed to:

Date

13 May 2024

Local time

1:00pm

See the [change notice](#).

#### **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**

Tender must be valid until: 1 August 2024

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

Date

3 May 2024

Local time

2:00pm

Place

Mithras House, Lewes Road, Brighton

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## **Section VI. Complementary information**

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

This is a recurrent procurement: Yes

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

The University at its sole discretion has the option to extend the contract by a period of 24 months or parts thereof.

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

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

Royal Courts of Justice

WC2A 2LL

London

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

University of Brighton

Mithras House, Lewes Road

Brighton

Country

United Kingdom

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

Precise information on deadline(s) for review procedures

Further information obtainable from the Head of Procurement & Insurance Services



