

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/011153-2024>

Tender

Enrolment Support Services - International Students

University of Brighton

F02: Contract notice

Notice identifier: 2024/S 000-011153

Procurement identifier (OCID): ocds-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

purchasingservices@brighton.ac.uk

Country

United Kingdom

NUTS code

UKJ21 - Brighton and Hove

Internet address(es)

Main address

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

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

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

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

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