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Award

External consultancy in support of US marketing strategy development

UNIVERSITY OF MANCHESTER

F15: Voluntary ex ante transparency notice

Notice identifier: 2023/S 000-013019

Procurement identifier (OCID): ocds-h6vhtk-03c6e8

Published 5 May 2023, 3:58pm

Section I: Contracting authority/entity

I.1) Name and addresses

UNIVERSITY OF MANCHESTER

John Owens Building, Oxford Road

MANCHESTER

M13 9PL

Contact

Paul Carter

Email

paul.carter-2@manchester.ac.uk

Country

United Kingdom

Region code

UKD33 - Manchester

UK Register of Learning Providers (UKPRN number)

10007798

Internet address(es)

Main address

<http://www.procurement.manchester.ac.uk/>

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

External consultancy in support of US marketing strategy development

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The International Student Diversification Strategy Board identified that an external consultancy was required to support the University of Manchester in the development of its US marketing and student recruitment strategy.

This project required a specialist external partner/consultancy with relevant Higher

Education strategy development experience AND a presence/and/or expertise based in both the UK and the USA.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £150,000 / Highest offer: £350,000 taken into consideration

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKD3 - Greater Manchester

II.2.4) Description of the procurement

The International Student Diversification Strategy Board identified that an external consultancy was required to support the University of Manchester in the development of its US marketing and student recruitment strategy.

This project required a specialist external partner/consultancy with relevant Higher Education strategy development experience AND a presence/and/or expertise based in both the UK and the USA.

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated without a prior call for competition

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

Explanation:

This project required a specialist external partner/consultancy with relevant Higher Education strategy development experience AND a presence/and/or expertise based in both the UK and the USA.

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/concession

Title

External consultancy to support the University of Manchester in the development of its US marketing and student recruitment strategy.

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

17 April 2023

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

Prophet Brand Strategy Limited

10 Bedford Street

London

WC2E 9HE

Country

United Kingdom

NUTS code

- UKD3 - Greater Manchester

Justification for not providing organisation identifier

Not on any register

The contractor/concessionaire is an SME

No

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

Lowest offer: £150,000 / Highest offer: £350,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The High Court of Justice of England

Strand

London

WC2A 2LL

Country

United Kingdom