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Award

Software for Forms

The University Of Kent

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-013550

Procurement identifier (OCID): ocds-h6vhtk-04fe82 ([view related notices](#))

Published 8 April 2025, 10:16am

Scope

Reference

25-011

Description

Gecko Forms for international lead capture and Gecko Visit to manage all on campus and online student recruitment events. We host a wide range of on campus and online recruitment events through varied platforms and workarounds. We have found Gecko a platform to manage all open days, campus tours, applicant days, virtual events and so on. The International Marketing and Recruitment team as well as the wider FS&B team use GeckoForm to capture international leads via all the marketing and sales channels they use to recruit students. GeckoForm has been an integral part of our marketing/recruitment workflow. It is fully integrated with the CRM system. This means GeckoForm is embedded into our entire lead incubation strategy and it ensures there is no delay in sending out follow-up communications to our leads. This has allowed the University to achieve the highest conversion rate possible on the leads generated via both online and in-person channels.

The value of this contract is £130928.88

Contract 1

Supplier

- [GECKO LABS LIMITED](#)

Contract value

- £109,107.40 excluding VAT
- £130,928.88 including VAT

Below the relevant threshold

Earliest date the contract will be signed

18 April 2025

Contract dates (estimated)

- 29 April 2025 to 28 April 2028
- 3 years

Main procurement category

Goods

CPV classifications

- 48000000 - Software package and information systems

Contract locations

- 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)

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Procedure

Procedure type

Below threshold - without competition

Supplier

GECKO LABS LIMITED

- Companies House: 08167863
- Public Procurement Organisation Number: PRLZ-4632-NXBZ

86-90 4th Floor

London

EC2A 4NE

United Kingdom

Email: accounts@geckoengage.com

Website: <http://geckoengage.com>

Region: UKI41 - Hackney and Newham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

The University Of Kent

- UK Register of Learning Providers (UKPRN number): 10007150
- Public Procurement Organisation Number: PDYN-9654-JPQJ

The Registry,

Canterbury

CT2 7NZ

United Kingdom

Email: procurement@kent.ac.uk

Region: UKJ44 - East Kent

Organisation type: Public authority - sub-central government