

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/014075-2023>

Contract

## **External consultancy in support of US marketing strategy development**

University of Manchester

F03: Contract award notice

Notice identifier: 2023/S 000-014075

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

Published 17 May 2023, 2:54pm

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

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

University of Manchester

John Owens Building, Oxford Road

Manchester

M13 9PL

#### **Email**

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

#### **Telephone**

+44 1612753912

#### **Country**

United Kingdom

#### **Region code**

UKD33 - Manchester

**UK Register of Learning Providers (UKPRN number)**

10007798

**Internet address(es)**

Main address

[www.manchester.ac.uk](http://www.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 requires 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

- UKD - North West (England)

#### **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 requires 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.2.5) Award criteria**

Price

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

Options: No

---

## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The 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: No

### IV.2) Administrative information

#### IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-013019](#)

---

## Section V. Award of contract

A contract/lot is awarded: Yes

### V.2) Award of contract

#### V.2.1) Date of conclusion of the contract

17 May 2023

#### V.2.2) Information about tenders

Number of tenders received: 1

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

**V.2.3) Name and address of the contractor**

Prophet Brand Strategy Limited

10 Bedford Street

London

WC2E 9HE

Country

United Kingdom

NUTS code

- UKJ - South East (England)

Companies House

Prophet Brand Strategy Limited

Internet address

<https://prophet.com/>

The contractor is an SME

Yes

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

Total value of the contract/lot: £350,000

---

## **Section VI. Complementary information**

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

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

The High Court of Justice of England

London

WA2A 2LL

Country

United Kingdom