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Tender

## **Provision of In- Country Presence South-Asia, Nigeria & Malaysia (GCU)**

Glasgow Caledonian University

F02: Contract notice

Notice identifier: 2025/S 000-015687

Procurement identifier (OCID): ocds-h6vhtk-05045e

Published 16 April 2025, 4:53pm

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

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

Glasgow Caledonian University

70 Cowcaddens Road

Glasgow

G4 0BA

#### **Email**

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

#### **Telephone**

+44 1413313578

#### **Country**

United Kingdom

## **NUTS code**

UKM82 - Glasgow City

## **Internet address(es)**

Main address

<https://www.gcu.ac.uk/aboutgcu/services-and-facilities/finance/procurement>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00195](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00195)

## **I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

## **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/>

## **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**

Provision of In- Country Presence South-Asia, Nigeria & Malaysia (GCU)

Reference number

GCU-MKT-2025-001

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

- 79411100 - Business development consultancy services

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

Services

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

The University is seeking a Contractor(s) for the provision of In-Country Presence in the South Asia region (excluding Pakistan), Nigeria and South East Asia.

The Directorate of Future Students, Marketing and Communications key function is to develop, manage and execute the University's marketing and recruitment strategy, enabling the University to achieve student recruitment targets (all degree levels) from UK and international markets, as well as more broadly build and bolster our brand position and levels of recognition.

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

This contract is divided into lots: Yes

Tenders may be submitted for maximum number of lots

3

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

#### **II.2.1) Title**

In-Country Presence in South Asia (excluding Pakistan)

Lot No

1

## **II.2.2) Additional CPV code(s)**

- 79411100 - Business development consultancy services

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

NUTS codes

- UKM82 - Glasgow City

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

The University has identified the need for continued South Asia regional presence to support recruitment targets and associated objectives.

The South Asia region has been identified through market intelligence and experience as a region with potential to contribute significantly to these targets over the next three years. The priority markets in this region for GCU are India, Nepal, Bangladesh and Sri Lanka. We require the regional presence in South Asia to support recruitment and conversion activities in these priority markets.

We require an in regional presence to provide effective, measurable and proven strategic recruitment and conversion support. Based on research and previous experience of the HE sectors; this presence should be in a city hub in India that fits well with our course portfolio and provides the institution with competitive advantage. (i.e. either Mumbai and Delhi). We are requesting recommendations as how best to resource this.

The contractor must have capacity and resources in South Asia region to efficiently facilitate the attainment of international targets.

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

Quality criterion - Name: Service Delivery / Weighting: 30

Quality criterion - Name: Key Personnel / Weighting: 13

Quality criterion - Name: Continuous improvement and Innovation / Weighting: 10

Quality criterion - Name: Management Information/Reporting / Weighting: 8

Quality criterion - Name: Business Continuity / Weighting: 5

Quality criterion - Name: Sustainable Procurement - University Values / Weighting: 2

Quality criterion - Name: Fair Work Practices / Weighting: 2

Price - Weighting: 30

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

Duration in months

36

This contract is subject to renewal

No

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

Variants will be accepted: No

### **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

## **II.2) Description**

### **II.2.1) Title**

In-Country Presence in Nigeria

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79411100 - Business development consultancy services

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

NUTS codes

- UKM82 - Glasgow City

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

Nigeria has been a top recruitment market for GCU for many years. We require an in-country presence to continue to maximise recruitment opportunities for GCU postgraduate courses and to also grow the appeal of GCU undergraduate courses in the market.

The in-country presence will build relationships with key sponsors and visit on a regular basis and participate in local events.

The regional presence also needs to provide market insights and intelligence that contributes to maximising recruitment opportunities and mitigating risks. In addition to this operational function the University also require full cycle reporting and reflection on engagement to maximise efficiencies.

We require an in regional presence to provide effective, measurable and proven strategic recruitment and conversion support. Based on research and previous experience of the HE sectors; this presence should be in a city hub in Nigeria that fits well with our course portfolio and provides the institution with competitive advantage. We are requesting recommendations as how best to resource this.

The contractor must have capacity and resources in Nigeria to efficiently facilitate the attainment of international targets.

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

Quality criterion - Name: Service Delivery – Methodology / Weighting: 30

Quality criterion - Name: Service Delivery- Key Personnel / Weighting: 13

Quality criterion - Name: Service Delivery- Continuous improvement and Innovation / Weighting: 10

Quality criterion - Name: Management Information/Reporting / Weighting: 8

Quality criterion - Name: Business Continuity / Weighting: 5

Quality criterion - Name: Sustainable Procurement - University Values / Weighting: 2

Quality criterion - Name: Fair Work Practice / Weighting: 2

Price - Weighting: 30

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

Duration in months

36

This contract is subject to renewal

No

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

Variants will be accepted: No

### **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

## **II.2) Description**

### **II.2.1) Title**

In-Country Presence in South East Asia

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 79411100 - Business development consultancy services

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

NUTS codes

- UKM82 - Glasgow City

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

As GCU begins to enter new priority diversification markets in South East Asia, we are seeking an experienced partner capable of supporting GCU in building, acquiring and maintaining market share over time.

Five of our priority diversification markets are in South East Asia (Indonesia, Malaysia, Thailand, Vietnam and Philippines). All these markets are at market entry or development stage for GCU, with currently very low enrolment numbers.

An in-country presence will serve as the local liaison, fostering consistent communication and relationships with GCU agent network, prospective students and offer holders. By leveraging the local knowledge and cultural understanding, the in-country presence will recommend recruitment and conversion plans to resonate with the target audiences. The representative will conduct information sessions, participate in education fairs, and engage with local schools to actively promote GCU's programmes.

The regional presence will provide market insights and intelligence that contributes to maximising recruitment opportunities and mitigating risk in this region. This is crucial for GCU to make informed decisions and adapt its strategies in the dynamic South East Asian region. In addition to this operational function the University also require full cycle reporting and reflection on engagement to maximise efficiencies.

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

Quality criterion - Name: Service Delivery- Methodology / Weighting: 30

Quality criterion - Name: Service Delivery- Key Personnel / Weighting: 13

Quality criterion - Name: Service Delivery – Continuous improvement and Innovation / Weighting: 10

Quality criterion - Name: Management Information/Reporting / Weighting: 8

Quality criterion - Name: Business Continuity / Weighting: 5

Quality criterion - Name: Sustainable Procurement - University Values / Weighting: 2



Quality criterion - Name: Fair Work Practices / Weighting: 2

Price - Weighting: 30

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

Duration in months

36

This contract is subject to renewal

No

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

Variants will be accepted: No

### **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.1.2) Economic and financial standing**

List and brief description of selection criteria

Please refer to question within 4B.5 of the SPD and Economic and Financial standing section of the Contract Notice

Bidders must confirm they can provide the following supporting evidence prior to award:

- Employer's (Compulsory) Liability Insurance = 5 Million GBP
- Professional Liability Insurance = 1 Million GBP
- Public Liability Insurance = 5 Million GBP

Please refer to question within 4B.6 of the SPD and Economic and financial standing section of the Contract Notice

The successful Contractor will be required to provide 2 years audited accounts, or equivalent if awarded the Contract.

Information provided for Part III and IV will be assessed on a Pass/Fail basis, where:

Pass = meets requirements as stated in Contract Notice

Fail = does not meet requirements as stated in Contract Notice

Economic operators may be excluded from this competition if they are in any of the situations referred to in regulation 58 of the Public Contracts (Scotland) Regulations 2015.

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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**

Date

16 May 2025

Local time

12:00pm

#### **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: 16 May 2025

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

Date

16 May 2025

Local time

12:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

Economic operators may be excluded from this competition if they are in any of the situations referred to in regulation

58 of the Public Contracts (Scotland) Regulations 2015.

The successful bidder must confirm that they comply with the requirements of the Modern Slavery Act 2015.

Please refer to Part III Section D Selection Criteria: Questions within 3D.2 of the SPD

#### **FORM OF TENDER**

Please complete “Appendix A – Form of Tender” in the Technical Questionnaire in PCS-Tender.

This information should be submitted prior to award. It is for information only and will not be scored however failure

to submit a signed copy will result in elimination from the procurement exercise.

#### **SUB-CONTRACTORS**

Please complete “Appendix C – List of Sub-Contractors” if applicable in the Technical Questionnaire in PCS- Tender.

This information should only be submitted if applicable prior to award. It is for information only and will not be scored.

#### **FREEDOM OF INFORMATION**

Please complete “Appendix D – Freedom of Information” if applicable in the Technical Questionnaire in PCS-Tender.

This information should only be submitted if applicable prior to award. It is for information

only and will not be scored.

#### SUPPLY CHAIN CODE OF CONDUCT

Please complete “Appendix E – APUC Ltd Supply Chain Code of Conduct” in the Technical Questionnaire in PCS-Tender.

This information should be submitted prior to award. It is for information only and will not be scored.

#### ANTI-BRIBERY POLICY

Please complete “Appendix F – Anti-Bribery Policy” in the Technical Questionnaire in PCS-Tender.

This information should be submitted prior to award. It is for information only and will not be scored however failure

to submit a signed copy will result in elimination from the procurement exercise.

#### GDPR - CONTRACTOR ASSURANCE ASSESSMENT QUESTIONNAIRE

Please complete "Appendix H - Contractor Assurance Assessment Questionnaire" in the Technical Questionnaire in PCS-Tender.

This information should be submitted prior to award. It is for information only and will not be scored.

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 29006. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

(SC Ref:796371)

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

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

Glasgow Sheriff Court

17-25 Devon Place

Glasgow

G41 1RB

Country

United Kingdom