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Award

## **Module Transformation Services related to Social Learning Platform**

Coventry University

F15: Voluntary ex ante transparency notice

Notice identifier: 2021/S 000-016579

Procurement identifier (OCID): ocids-h6vhtk-02c835

Published 15 July 2021, 10:36am

### **Section I: Contracting authority/entity**

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

Coventry University

Priory Street

COVENTRY

CV15FB

#### **Contact**

Pauline Harrison-Johnson

#### **Email**

[ad7127@coventry.ac.uk](mailto:ad7127@coventry.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKG33 - Coventry

**Internet address(es)**

Main address

<https://www.coventry.ac.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**

Module Transformation Services related to Social Learning Platform

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

- 80300000 - Higher education services

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

Services

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

On 5 July 2019, Coventry University placed a contract notice 2019/S129-316659 in the Official Journal of the European Union seeking tenders from potential suppliers using the open procedure for a Digital Learning Ecosystem Transformation Partner.

Coventry University sought a supplier to assist it with the transformation of its digital teaching and learning offering, including by providing a social learning platform to sit at the core of Coventry University's EdTech ecosystem.

Following this process, Aula Education Limited ("Aula") was identified as the preferred bidder, and was awarded the contract on 11 December 2019 (the "Main Agreement"). Since then, Coventry University has migrated all of its students and teaching staff onto Aula's social learning platform (the "Platform"), which now forms an integral and critical role at the core of Coventry University's EdTech ecosystem.

Aula's Platform brings a different and unique approach to digital teaching and learning. In light of the ongoing global pandemic, and a general movement in higher education towards offering digital teaching and learning, Coventry University has identified a need for learning design and transformation services specifically tailored to the Platform, to transform the modules delivered on the Platform so that they are suitable for online and blended delivery via the Platform ("Transformation Services").

Such Transformation Services are required to enable Coventry University to continue to fully utilise the Platform and all of the Platform's functionality and capabilities, to standardise the teaching and learning delivered on the Platform to ensure consistency and excellence in student experience, and to enhance Coventry University's digital teaching and learning delivery on the Platform. As the Platform is core to Coventry

University's EdTech ecosystem, the Transformation Services are likewise core to the delivery of Coventry University's digital teaching and learning programme and strategy.

As the Platform is provided by Aula and the Transformation Services required are specific to Aula's Platform, Coventry University considers that Aula is the only supplier in the market who could effectively deliver the Transformation Services. Procuring the Transformation Services from a different supplier at this stage would cause significant disruption to Coventry University's digital teaching and learning offering, which remains a fundamental offering in light of the ongoing global pandemic. Coventry University does not consider that another supplier would be able to meet its requirements in respect of the Transformation Services considering the specificity of its requirements in relation to the Aula Platform, and the fact that the functionality of the Platform, and detailed knowledge thereof, is integral to the effective delivery of the Transformation Services.

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

This contract is divided into lots: No

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

Value excluding VAT: £1,000,000

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

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

- 80420000 - E-learning services

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

NUTS codes

- UKG3 - West Midlands

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

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

Options: No

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## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Negotiated without a prior call for competition

- Additional deliveries by the original supplier

Explanation:

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**IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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## **Section V. Award of contract/concession**

A contract/lot is awarded: Yes

### **V.2) Award of contract/concession**

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

7 July 2021

#### **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**

Aula Education Limited

Unit 210-211 Canalot Studios 222 Kensal Road

London

W10 5BN

Country

United Kingdom

NUTS code

- UKI - London

The contractor/concessionaire is an SME

Yes

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

Total value of the contract/lot/concession: £1,000,000

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## **Section VI. Complementary information**

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

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

Coventry University

Coventry

Country

United Kingdom