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Tender

Enquiry Management, Conversion & Admissions Services

University of South Wales

F02: Contract notice

Notice identifier: 2023/S 000-017370

Procurement identifier (OCID): ocds-h6vhtk-03d78f

Published 19 June 2023, 3:31pm

Section I: Contracting authority

I.1) Name and addresses

University of South Wales

Procurement Manager, University of South Wales, Finance Dept, Llantwit Road

Pontypridd

CF37 1DL

Contact

Tina Struebig

Email

tina.struebig@southwales.ac.uk

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<https://www.southwales.ac.uk>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0315

I.3) Communication

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

<https://www.sell2wales.gov.wales/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.sell2wales.gov.wales/>

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

Enquiry Management, Conversion & Admissions Services

Reference number

1812

II.1.2) Main CPV code

- 75121000 - Administrative educational services

II.1.3) Type of contract

Services

II.1.4) Short description

Lot 1:

The supply of a service that will seek to optimise and manage both 'UK' and 'International' enquiries from prospective students and facilitate and drive a higher rate of conversion from enquiry to application and from offer to enrolment. The University anticipates that the service will be intensely utilised during key student recruitment periods, but will remain engaged throughout the year, to ensure support is available for key enquiry management and conversion activities. To achieve the above, USW anticipates that the service will work in close collaboration with in-house UK and International teams to deliver an integrated conversion plan. The University is seeking to procure and embed this service, at pace, with all activity up and running by Early October 2023.

Lot 2:

The University also wishes to obtain a service to handle Admissions processing and associated communications that are needed post application. The successful partner will be required to support the in-house Admissions Team with decision making and associated communications across a range of key markets. In the first instance, this will be international markets but there may be a need to extend this to UK admissions processing should our business needs require this.

Consideration for extended working days and hours, including weekends is required. This may also include the Christmas and New Year period. The service will be delivered in close partnership with existing in-house teams and will be required to provide visibility of processing activity and key service metrics, through the regular provision of management information.

II.1.5) Estimated total value

Value excluding VAT: £1,400,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Lot 1 & Lot 2

II.2) Description

II.2.1) Title

Enquiry Management - UK and International

Lot No

1

II.2.2) Additional CPV code(s)

- 75121000 - Administrative educational services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

Main site or place of performance

Treforest, Pontypridd

II.2.4) Description of the procurement

The supply of a service that will seek to optimise and manage both 'UK' and 'International' enquiries from prospective students and facilitate and drive a higher rate of conversion from enquiry to application and from offer to enrolment. The University anticipates that the service will be intensely utilised during key student recruitment periods, but will remain engaged throughout the year, to ensure support is available for key enquiry management and conversion activities. To achieve the above, USW anticipates that the service will work in close collaboration with in-house UK and International teams to deliver an integrated conversion plan. The University is seeking to procure and embed this service, at pace, with all activity up and running by Early October 2023.

II.2.5) Award criteria

Quality criterion - Name: Enquiry Capture, Analysis and Tracking / Weighting: 15

Quality criterion - Name: Nurturing & Conversion / Weighting: 35

Quality criterion - Name: Reporting & Improvement / Weighting: 15

Quality criterion - Name: Core IT Requirements / Weighting: 10

Quality criterion - Name: Implementation / Weighting: 15

Quality criterion - Name: Provider/Solution Suitability & Roadmap / Weighting: 5

Quality criterion - Name: Clarification Questions and Demos / Weighting: 0

Quality criterion - Name: Community Benefits / Weighting: 5

Price - Weighting: 30

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

option to extend this contract for a further 12-month period

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

option to extend this contract for a further 12-month period

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

Admissions services

Lot No

2

II.2.2) Additional CPV code(s)

- 75121000 - Administrative educational services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

Main site or place of performance

Treforest, Pontypridd

II.2.4) Description of the procurement

The University also wishes to obtain a service to handle Admissions processing and associated communications that are needed post application. The successful partner will be required to support the in-house Admissions Team with decision making and associated communications across a range of key markets. In the first instance, this will be international markets but there may be a need to extend this to UK admissions processing should our business needs require this.

Consideration for extended working days and hours, including weekends is required. This may also include the Christmas and New Year period. The service will be delivered in close partnership with existing in-house teams and will be required to provide visibility of processing activity and key service metrics, through the regular provision of management information.

II.2.5) Award criteria

Quality criterion - Name: Application processing capability / Weighting: 75

Quality criterion - Name: Reporting & Improvement / Weighting: 10

Quality criterion - Name: Implementation / Weighting: 5

Quality criterion - Name: Provider Suitability / Weighting: 5

Quality criterion - Name: Clarification Questions and Demos / Weighting: 0

Quality criterion - Name: Community Benefits / Weighting: 5

Price - Weighting: 30

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

Duration in months

24

This contract is subject to renewal

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Description of renewals

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II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

option to extend this contract for a further 12-month period

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

The University will monitor the performance of the service provider against contractually agreed SLA's and KPI's by means of regular meetings with the Appointee. Service providers are asked to propose suitable monitoring arrangements and performance measures.

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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

20 July 2023

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English, Welsh

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 4 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

20 July 2023

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

Tender submissions:

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

Clarifications and Demonstrations:

Post submission, the University will invite tenderers to respond to any clarification questions we may have relating to their bid. Following assessment, we will seek to invite up to five of the highest scoring vendors to demonstrate their product and offer. This will enable us to consolidate our understanding of how the proposed solutions will meet our requirements.

Whilst full details of the arrangements will be provided nearer the time, due to University colleagues' diary constraints, tenderers must confirm their availability for the date(s) noted in the Procurement Timetable.

Award of multiple lots:

Within this tender, there are two individual lots available for contract with USW. However, USW is also open to receiving 'bundled bids' from potential suppliers, where both services can be provided by them. Tenderers can therefore bid for one or two lots. In this situation, the supplier should ensure their submitted costs at ITT stage clearly demonstrate the commercial benefits and other benefits and opportunities to USW in awarding both lots to one supplier. This you should consider when responding to the ITT.

USW is open minded as to how the lots are awarded but the decision will be made using the specified quality and cost evaluation criteria defined within the ITT documents.

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=132480.

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

https://www.sell2wales.gov.wales/sitehelp/help_guides.aspx.

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

Under the terms of this contract the successful supplier(s) will be required to deliver Community Benefits in support of the authority's economic and social objectives. Accordingly, contract performance conditions may relate in particular to social and environmental considerations. The Community Benefits included in this contract are:

For this tender Community Benefits are a core approach and therefore evaluated and scored in line with the evaluation criteria.

See ITT for specifics.

(WA Ref:132480)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom