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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](mailto: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](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

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## **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

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

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## **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

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## **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](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](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

