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Contract

Employer Engagement Prospecting

Aston University

F03: Contract award notice

Notice identifier: 2022/S 000-018377

Procurement identifier (OCID): ocds-h6vhtk-034e71

Published 5 July 2022, 3:34pm

Section I: Contracting authority

I.1) Name and addresses

Aston University

Aston Triangle

BIRMINGHAM

B47ET

Contact

Peter Holmes

Email

t-holmesp@aston.ac.uk

Telephone

+44 1212044395

Country

United Kingdom

NUTS code

UKG31 - Birmingham

Internet address(es)

Main address

www.aston.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

Employer Engagement Prospecting

Reference number

641

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Employer Engagement Service for graduate placements

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: £100,000 / Highest offer: £480,000 taken into consideration

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

Aston University is seeking support from a telemarketing agency with experience in the field of Further Education.

From multi-nationals to local SMEs, Aston has a long history of collaborating with businesses to drive innovation and make real change. We offer a wide range of business services with a proven track record of success - it's one of the reasons why we've been named University of the Year 2020 by The Guardian. Working in tandem with organisations across the public, private and third sector and entrepreneurs, we drive innovation, productivity and growth in the economy by providing talent, training and technical consultancy services.

Based in Birmingham city centre, Aston has three main colleges: Engineering and Physical Sciences, Business and Social Sciences and Health and Life Sciences (which includes a relatively new Medical School). Our taught courses are designed with employers in mind, and we develop graduates that can hit the ground running when they start work with the skills that employers are looking for.

The placement year is part of our DNA and over 1700 students complete a work placement in the third year of their degree programme before returning to Aston to complete their final year when they start looking for their first graduate-level job. Our award-winning Careers and Placements team provide advice and guidance to students all-year round and they are often able to match student talent with vacancies that employers are looking to fill.

In addition to helping employers to source new talent, we help train their employees with our growing portfolio of degree apprenticeships in leadership, digital, technical engineering, research science, supply chain, transport planning and hearing care. We

have enrolled over 1600 apprentices over the last 8 years with over 340 employer partners and aim to recruit 700 learners this year.

II.2.5) Award criteria

Quality criterion - Name: Previous Experience / Weighting: 5%

Quality criterion - Name: Sales Process / Weighting: 8%

Quality criterion - Name: Sales Approach / Weighting: 8%

Quality criterion - Name: Employer Engagement / Weighting: 8%

Quality criterion - Name: Conversion Rates / Weighting: 10%

Quality criterion - Name: Conflict of Interests / Weighting: 5%

Quality criterion - Name: GDPR / Weighting: 5%

Quality criterion - Name: Recruitment and Training / Weighting: 8%

Quality criterion - Name: Values / Weighting: 3%

Quality criterion - Name: Marketing / Weighting: 10%

Quality criterion - Name: Terms and Conditions / Weighting: 5%

Price - Weighting: 20%

II.2.11) Information about options

Options: Yes

Description of options

Initial term 2 years with option to extend 2 x 12 months

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 procurement falls outside the scope of application of the regulations

Explanation:

Published on contracts finder reference ASTONUNI001-DN600173-80022043.

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

The procurement is covered by the Government Procurement Agreement: No

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

7 June 2022

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

Golley Slater Group Limited

Wharton Place, Wharton Street

Cardiff

CF10 1GS

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

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

Lowest offer: £100,000 / Highest offer: £480,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Aston University

Birmingham

Email

procurement@aston.ac.uk

Country

United Kingdom

Internet address

www.aston.ac.uk

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

In the first instance please contact procurement@aston.ac.uk

VI.4.4) Service from which information about the review procedure may be obtained

Aston University

Birmingham

Email

procurement@aston.ac.uk

Country

United Kingdom

Internet address

www.aston.ac.uk