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Contract

Provision of International Recruitment Services, Harper Adams University

Harper Adams University

F03: Contract award notice

Notice identifier: 2025/S 000-018430

Procurement identifier (OCID): ocids-h6vhtk-049d20

Published 1 May 2025, 1:47pm

Section I: Contracting authority

I.1) Name and addresses

Harper Adams University

Newport

Newport

TF10 8NB

Email

harmishaw@harper-adams.ac.uk

Telephone

+44 1952815015

Country

United Kingdom

NUTS code

UKG2 - Shropshire and Staffordshire

Internet address(es)

Main address

<https://www.harper-adams.ac.uk>

Buyer's address

<https://www.harper-adams.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

Provision of International Recruitment Services, Harper Adams University

Reference number

CA14688 - GIO0924

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University is inviting tenders from a suitable qualified and experienced provider for the provision of International Recruitment Services to Harper Adams University.

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: £40,000,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG21 - Telford and Wrekin
- UKG2 - Shropshire and Staffordshire
- UKG24 - Staffordshire CC
- UKG22 - Shropshire CC

Main site or place of performance

Shropshire and Staffordshire

II.2.4) Description of the procurement

The University is inviting tenders from a suitable qualified and experienced provider for the provision of International Recruitment Services to Harper Adams University.

Harper Adam University (HAU) is planning a step change to increase the number of international students studying on its Campus. The Institution comprises a community of around 5000 Students of which fewer than 3% currently are International students based on a self-contained campus located on the outskirts of Newport, Shropshire.

II.2.5) Award criteria

Quality criterion - Name: Qualitative questions / Weighting: 60.00%

Quality criterion - Name: Presentation / Weighting: 10.00%

Price - Weighting: 30.00%

II.2.11) Information about options

Options: Yes

Description of options

84 month(s) from the commencement date, with 60 initial month(s) and option to extend 1x24 month(s)

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 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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-030402](#)

Section V. Award of contract

Contract No

CA14688

Title

Provision of International Recruitment Services, Harper Adams University

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 May 2025

V.2.2) Information about tenders

Number of tenders received: 7

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

V.2.3) Name and address of the contractor

APPLYBOARD UK LTD

Twelfth Floor, 1 Angel Court, London,

LONDON

EC2R 7HJ

Email

ceo@applyboard.com

Telephone

+44 8449727759

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

www.applyboard.com

The contractor is an SME

No

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

Total value of the contract/lot: £40,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Harper Adams University

Edgmond

Newport

TF10 8NB

Email

harmishaw@harper-adams.ac.uk

Telephone

+44 1952815015

Country

United Kingdom