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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](mailto: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

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## **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

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## **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](#)

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## **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](mailto:ceo@applyboard.com)

Telephone

+44 8449727759

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.applyboard.com](http://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

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## **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](mailto:harmishaw@harper-adams.ac.uk)

Telephone

+44 1952815015

Country

United Kingdom