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Planning

## **Askham Bryan College - Customer Relationship Management (CRM) system Project**

Askham Bryan College

UK3: Planned procurement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-020235

Procurement identifier (OCID): ocds-h6vhtk-05103a

Published 9 May 2025, 5:25pm

### **Scope**

### **Description**

Askham Bryan College is seeking to procure a Customer Relationship Management (CRM) system to support marketing and student recruitment efforts, with the goal of driving student number growth. The system will enable effective lead capture, nurturing, and conversion of prospective students from initial enquiry through to enrolment

### **Contract dates (estimated)**

- 1 September 2025 to 31 August 2028
- Possible extension to 31 August 2030
- 5 years

Description of possible extension:

The 2-year extension period will comprise 12-month individual contract extensions

## **Main procurement category**

Services

## **CPV classifications**

- 72212445 - Customer Relation Management software development services

## **Contract locations**

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

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## **Participation**

## **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Publication date of tender notice (estimated)**

20 May 2025

### **Enquiry deadline**

20 May 2025, 3:00am

### **Submission type**

Requests to participate

### **Deadline for requests to participate**

30 May 2025, 11:59pm

### **Submission address and any special instructions**

Tender documents will be published on the Multiquote e-tendering platform. To participate, please register your company on the platform using the following link:  
<https://suppliers.multiquote.com>

For any queries, please contact: [procurement@askham-bryan.ac.uk](mailto:procurement@askham-bryan.ac.uk)

## **Tenders may be submitted electronically**

Yes

## **Languages that may be used for submission**

English

## **Award decision date (estimated)**

4 July 2025

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## **Procedure**

### **Procedure type**

Competitive flexible procedure

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## **Contracting authority**

### **Askham Bryan College**

- UK Register of Learning Providers (UKPRN number): 10000415
- Public Procurement Organisation Number: PPBG-8518-ZJJN

Askham Bryan

York

YO23 3FR

United Kingdom

Email: [procurement@askham-bryan.ac.uk](mailto:procurement@askham-bryan.ac.uk)

Region: UKE21 - York

Organisation type: Public authority - sub-central government