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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)

Participation

Particular suitability

Small and medium-sized enterprises (SME)

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

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

4 July 2025

Procedure

Procedure type

Competitive flexible procedure

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

Region: UKE21 - York

Organisation type: Public authority - sub-central government