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Contract

## **Enquiry Management and Conversion Services**

Kingston University

F03: Contract award notice

Notice identifier: 2021/S 000-022197

Procurement identifier (OCID): ocds-h6vhtk-02b84a

Published 7 September 2021, 6:00pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Kingston University

Hind Court 106-114 London Road

Kingston upon Thames

KT2 6TN

#### **Contact**

Grace Onyenuforo

#### **Email**

[g.onyenuforo@kingston.ac.uk](mailto:g.onyenuforo@kingston.ac.uk)

#### **Telephone**

+44 2084173579

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.kingston.ac.uk](http://www.kingston.ac.uk)

Buyer's address

<https://in-tendhost.co.uk/kingstonuniversity>

**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**

Enquiry Management and Conversion Services

Reference number

CPU-KU-UK-508-GO-2021

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Kingston University wishes to appoint an experienced and capable service provider to provide enquiry management and conversion services covering UK and international markets.

#### **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: £3,750,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement**

Enquiry Management and Conversion Services covering UK and international markets

#### **II.2.5) Award criteria**

Quality criterion - Name: Various Quality Criteria / Weighting: 85%

Price - Weighting: 15%

#### **II.2.11) Information about options**

Options: Yes

Description of options

Kingston University reserves the right to extend the contract for up to 2 further years subject to the satisfactory delivery of services and University requirements.

#### **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: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-012504](#)

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## **Section V. Award of contract**

### **Contract No**

CPU-KU-UK-508-GO-2021

### **Title**

Enquiry Management & Conversion Services

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

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

#### **V.2.3) Name and address of the contractor**

Uni-Quest Ltd

Brabourne

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £3,750,000

Total value of the contract/lot: £3,750,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Kingston University

Hind Court 106-114 London Road

Kingston upon Thames

KT2 6TN

Country

United Kingdom