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Contract

International Managed Services

Cardiff University

F03: Contract award notice

Notice identifier: 2024/S 000-022639

Procurement identifier (OCID): ocds-h6vhtk-048336

Published 22 July 2024, 11:11am

Section I: Contracting authority

I.1) Name and addresses

Cardiff University

Procurement Services, McKenzie House, 30-36 Newport Road

Cardiff

CF24 0DE

Email

daviesq74@cardiff.ac.uk

Telephone

+44 2920879648

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://www.cardiff.ac.uk/business/why-work-with-us/for-suppliers>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0258

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

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

International Managed Services

Reference number

CU.1679.GD

II.1.2) Main CPV code

- 79413000 - Marketing management consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

A multi-year strategic marketing campaign which supports Cardiff University and our aims to grow international numbers by implementing and managing marketing activity to generate interest, awareness and enquiries into IDP offices from key markets. This activity is part of a wider institutional objective to shape the international student cohort and diversify away from the 'traditional' markets that Cardiff is currently strong in.

Agent counsellors support these enquiries to make applications to the University, and subsequently enrol.

Services include:

- Media marketing
- Social media marketing
- Advertising
- Content creation and delivery
- Network engagement

- Client success sessions
- Client reporting, analysis and recommendations

This managed service will complete the pipeline for students subsequently enrolling. It provides the opportunity to have a complete pipeline with one organisation.

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: £199,600

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 98910000 - Services specific to international organisations and bodies

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

II.2.4) Description of the procurement

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II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

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

Award of a contract without prior publication of a call for competition in the cases listed below

- The services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

IDP Connect – only available supplier, as this is a unique market offering by IDP. Only IDP have a contract to recruit for Cardiff University across these markets.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract

Contract No

CU.1679.GD

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

29 June 2024

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

IDP Connect Ltd

First Floor Bedford House, 69-79 Fulham High Street

London

SW6 3JW

Country

United Kingdom

NUTS code

- UKI3 - Inner London – West

National registration number

02471319

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: £199,600

Total value of the contract/lot: £199,600

Section VI. Complementary information

VI.3) Additional information

(WA Ref:143201)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom