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Tender

Conversion and Data Insights Services for University of Birmingham

University of Birmingham

F02: Contract notice

Notice identifier: 2023/S 000-024098

Procurement identifier (OCID): ocids-h6vhtk-03f078

Published 16 August 2023, 6:43pm

Section I: Contracting authority

I.1) Name and addresses

University of Birmingham

Edgbaston

Birmingham

B15 2TT

Contact

Paul Markham

Email

p.markham@bham.ac.uk

Country

United Kingdom

NUTS code

UKG31 - Birmingham

Internet address(es)

Main address

<https://www.birmingham.ac.uk/index.aspx>

Buyer's address

<https://in-tendhost.co.uk/universityofBirmingham/asp/Home>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/universityofBirmingham/asp/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/universityofBirmingham/asp/Home>

Tenders or requests to participate must be submitted to the above-mentioned address

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

Conversion and Data Insights Services for University of Birmingham

Reference number

FRAM584/23

II.1.2) Main CPV code

- 79400000 - Business and management consultancy and related services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Birmingham invites tenders to manage the engagement and communications with our international offer holders to drive conversion through to the point of enrolment and provide strategic insights into market and competitor trends. The successful tenderer will play a crucial role in supporting the University's ambitious international student recruitment efforts. In the preceding year of 2022, our existing service provider effectively engaged with circa 14,000 offer holders. However, considering our vision for growth, we anticipate a substantial increase in this figure over the next five years. Companies whose sole business is as an agent specialising in the referral of international student applications should not submit tenders for consideration. Tenderers will be required to * Provide evidence of experience within the field of international student engagement, conversion, and marketing within the higher education sector in the UK. * Provide evidence of overseas hubs

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- UKG31 - Birmingham

II.2.4) Description of the procurement

The University of Birmingham invites tenders to manage the engagement and

communications with our international offer holders to drive conversion through to the point of enrolment and provide strategic insights into market and competitor trends. The successful tenderer will play a crucial role in supporting the University's ambitious international student recruitment efforts. In the preceding year of 2022, our existing service provider effectively engaged with circa 14,000 offer holders. However, considering our vision for growth, we anticipate a substantial increase in this figure over the next five years. Companies whose sole business is as an agent specialising in the referral of international student applications should not submit tenders for consideration.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

60

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

2 x 1 year extension options

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

In the case of framework agreements, provide justification for any duration exceeding 4 years:

Initial 3 years with potential to extend to a maximum of 5 years. (Beyond 4 years due to nature of programme and agreeing scope of services overseas)

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.2.2) Time limit for receipt of tenders or requests to participate

Date

15 September 2023

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

15 September 2023

Local time

12:30pm

Place

Edgbaston, Birmingham

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

University of Birmingham

Edgbaston

Birmingham

B15 2TT

Country

United Kingdom

