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Contract

Data-Enabled Enrolment & Marketing Services for Student Recruitment

University of Exeter

F03: Contract award notice

Notice identifier: 2023/S 000-024650

Procurement identifier (OCID): ocds-h6vhtk-03e4d8

Published 22 August 2023, 2:06pm

Section I: Contracting authority

I.1) Name and addresses

University of Exeter

Northcote House

Exeter

EX4 4QH

Contact

Jodie Underhay

Email

j.underhay@exeter.ac.uk

Country

United Kingdom

Region code

UKK4 - Devon

National registration number

RC000653

Internet address(es)

Main address

<http://www.exeter.ac.uk>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/53042>

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

Data-Enabled Enrolment & Marketing Services for Student Recruitment

Reference number

UOE/2023/057/JU

II.1.2) Main CPV code

- 79600000 - Recruitment services

II.1.3) Type of contract

Services

II.1.4) Short description

The provision of data-enabled enrolment and marketing services for the student recruitment market in North America.

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: £320,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKK4 - Devon

II.2.4) Description of the procurement

The provision of data-enabled enrolment and marketing services for the student recruitment market in North America.

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:

EAB's Enroll360 is a specialised strategy designed for recruiting traditional undergraduate students, and the Adult Learner Recruitment (ALR) initiative is focused on recruiting graduate, non-traditional, and adult learners. Enroll360 and ALR are delivered by specialised service teams as part of a comprehensive enrolment marketing strategy. The technologies and strategies deployed through these services are proprietary to EAB and they are not available from any other vendor. EAB are the sole and full owner and manufacturer of the research and insights and suite of support services provided through their Enrolment Services. There are no authorised agents or resellers of any of these product or services. This product is not available through any other entities; nor to our knowledge, does any organisation offer the combination of services and support that EAB provides through its Enrolment Services. EAB's partnership encompasses a set of services and capabilities that are unavailable anywhere else.

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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-021335](#)

Section V. Award of contract

Contract No

1

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

16 August 2023

V.2.2) Information about tenders

Number of tenders received: 1

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

V.2.3) Name and address of the contractor

EAB UK, LLC

2445 M Street Nw

Washington DC

20037

Country

United States

NUTS code

- US - United States

The contractor is an SME

Yes

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

Total value of the contract/lot: £320,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

Strand

London

WC2A 2LL

Country

United Kingdom