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Tender

## **Askham Bryan College - Customer Relationship Management (CRM) Project**

Askham Bryan College

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-024888

Procurement identifier (OCID): ocds-h6vhtk-051de4 ([view related notices](#))

Published 22 May 2025, 1:55pm

### **Scope**

### **Reference**

CA15874

### **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.

### **Total value (estimated)**

- £250,000 excluding VAT
- £250,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 1 September 2025 to 31 August 2028
- Possible extension to 31 August 2032
- 7 years

Description of possible extension:

Description of extensions - Include the circumstances in which they could be used, and provide a breakdown if multiple extensions are possible.

### **Options**

The right to additional purchases while the contract is valid.

Description of options - Include enough information to understand the scope of the options and the circumstances in which they could be used.

### **Main procurement category**

Services

### **CPV classifications**

- 72212445 - Customer Relation Management software development services

### **Contract locations**

- UK - United Kingdom

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## Participation

### Legal and financial capacity conditions of participation

In the first instance, candidates should register with [multiquote.com](https://multiquote.com) and express an interest in the contract. Contract details can be found under the 'Opportunities' section of the [multiquote.com](https://multiquote.com) homepage. A Selection Questionnaire (SQ) must be completed and returned (via [multiquote.com](https://multiquote.com)) as part of the request to participate process. Candidates will need to provide as part of the request to participate process evidence of business quality standards, accreditations, and relevant experience. Any candidate found to be guilty of serious misrepresentation in providing false or inaccurate information may be declared ineligible and not selected to continue with the process.

### Technical ability conditions of participation

In the first instance, candidates should register with [multiquote.com](https://multiquote.com) and express an interest in the contract. Contract details can be found under the 'Opportunities' section of the [multiquote.com](https://multiquote.com) homepage. Candidates will need to provide as part of the request to participate process evidence of business quality standards, accreditations, and relevant experience. Any candidate found to be guilty of serious misrepresentation in providing false or inaccurate information may be declared ineligible and not selected to continue with the process.

### Particular suitability

- Small and medium-sized enterprises (SME)
  - Voluntary, community and social enterprises (VCSE)
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## **Submission**

### **Enquiry deadline**

9 June 2025, 1:00pm

### **Tender submission deadline**

17 June 2025, 1:00pm

### **Submission address and any special instructions**

To access this opportunity, log in to <https://suppliers.multiquote.com> and view the opportunity. If you are not registered with MultiQuote, please visit <https://suppliers.multiquote.com>, complete the registration form on the log in page and quote the title and reference of the notice in your registration.

### **Tenders may be submitted electronically**

Yes

### **Languages that may be used for submission**

English

### **Award decision date (estimated)**

1 September 2025

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## Award criteria

Name	Description	Type	Weighting
Quality	Quality	Quality	70.0%
Price	Price	Price	20.0%
Demonstration	Demonstration	Quality	10.0%

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## Other information

### Conflicts assessment prepared/revised

Yes

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## Procedure

### Procedure type

Open procedure

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## Contracting authority

### Askham Bryan College

- Public Procurement Organisation Number: PPBG-8518-ZJJN

Askham Bryan

York

YO23 3FR

United Kingdom

Contact name: Ebenezer

Telephone: 01904 772277

Email: [enquiries@askham-bryan.ac.uk](mailto:enquiries@askham-bryan.ac.uk)

Region: UKE21 - York

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)