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Awarded contract

## **Agent Channel Student Recruitment Services**

Royal Holloway and Bedford New College

F03: Contract award notice

Notice reference: 2022/S 000-025503

Published: 12 September 2022, 12:05pm

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

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

Royal Holloway and Bedford New College

Egham Hill

Egham

TW20 0EX

#### **Email**

[procurement@rhul.ac.uk](mailto:procurement@rhul.ac.uk)

#### **Telephone**

+44 1784917645

#### **Country**

United Kingdom

#### **NUTS code**

UKI - London

### **Internet address(es)**

Main address

<https://www.royalholloway.ac.uk/>

## **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**

Agent Channel Student Recruitment Services

Reference number

RHUL-23029

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

- 80300000 - Higher education services

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

Services

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

Management of Agent Channel student recruitment for the university, and the admission of these students in the majority of territories the university operates in

### **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: £25,000,000

## **II.2) Description**

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

NUTS codes

- UKI - London

Main site or place of performance

LONDON

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

The exclusive third-party provider of the Marketing, Recruitment and Admissions Solution to International Students on behalf of the University recruited through the agent channel with the exclusion of Australia, New Zealand, North America and Western Europe

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

Quality criterion - Name: Please see Annex D / Weighting: 100

Cost criterion - Name: Please see Annex D / Weighting: 100

### **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

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## 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:

The contract value is gross of onwards agent commission and taxes and provides target levels for increased international student recruitment of over the contract duration, including certain minimum guaranteed financial performance levels in the first two Academic Years of the contract.

Increasing overseas student recruitment immediately is critical to the success of our strategic vision. The University currently contracts with 100 different agents across the world, all of whom have contracts with Study Group for the recruitment of students to the Royal Holloway University of London International Study Centre (operated in collaboration with Study Group). Study Group in turn works with circa 2,900 agents worldwide. Contracting with Study Group Limited to provide the majority of our agent-based recruitment activity will deliver an immediate and substantial increase in scale without the need for additional training of staff or agents.

It is our view that it is not possible for another provider to achieve the required performance in the timescale required which would deliver the immediate increase in scale of this contract for Agent Channel recruitment. The University's pathway programmes are run by Study Group Limited who operate out of the University's premises and with whom the University already has a long-standing and established working relationship developed over the past 10 years. The University considers that Study Group has the specific expertise at its disposal to deliver the service, given that it already has a dedicated admissions team and sales and marketing resources located in over 40 global locations devoted to the recruitment of students for the University via the Royal Holloway University of London International Study Centre and the necessary systems in place to be able to deliver the services seamlessly without the need for further training.

The Negotiated Procedure Without Prior Publication has been utilised for the above reasons.

It is expected that any future requirement for this service after the end of this contract will be openly procured if the approach is successful and the market for these services has matured.

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

The procurement is covered by the Government Procurement Agreement: Yes

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

A contract/lot is awarded: Yes

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

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

11 September 2022

##### **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**

Study Group Limited

Brighton Study Centre 1, Billinton Way

Brighton

BN1 4LF

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

National registration number

02325576

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £25,000,000

Total value of the contract/lot: £25,000,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=715078701>

GO Reference: GO-2022912-PRO-20942634

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

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

Royal Courts of Justice

Strand

London

WC2A 2LL

Country

United Kingdom