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Contract

PURCON 1023 - Virtual Recruitment Events Platform

UNIVERSITY OF EAST ANGLIA

F03: Contract award notice

Notice identifier: 2022/S 000-028188

Procurement identifier (OCID): ocds-h6vhtk-034d41

Published 7 October 2022, 10:08am

Section I: Contracting authority

I.1) Name and addresses

UNIVERSITY OF EAST ANGLIA

Norwich Research Park,Earlham Road

NORWICH

NR47TJ

Contact

Sian Townshend

Email

s.townshend@uea.ac.uk

Country

United Kingdom

Region code

UKH15 - Norwich and East Norfolk

Companies House

RC000651

Internet address(es)

Main address

www.uea.ac.uk

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

PURCON 1023 - Virtual Recruitment Events Platform

Reference number

PURCON 1023

II.1.2) Main CPV code

- 72500000 - Computer-related services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of East Anglia (UEA) is seeking to appoint an agency to work with the UK Recruitment team and Marketing team. You will work with us to produce virtual recruitment events platforms to complement our on-campus recruitment activity.

The awarded contract will be expected to cover undergraduate open days, postgraduate open days and undergraduate applicant days.

The appointed agency will have the following attributes: You will have experience of developing similar platforms, ideally in the HE sector. Users will be able to access from a web browser using mobile, desktop or tablets and could be in any country worldwide. The successful supplier will need to provide an interactive, memorable, and engaging virtual experience which aims to engage and convert the distinct audiences.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £66,484 / Highest offer: £155,422.50 taken into consideration

II.2) Description

II.2.2) Additional CPV code(s)

- 48000000 - Software package and information systems
- 72220000 - Systems and technical consultancy services
- 80000000 - Education and training services

II.2.3) Place of performance

NUTS codes

- UKH15 - Norwich and East Norfolk

II.2.4) Description of the procurement

The University of East Anglia (UEA) is seeking to appoint an agency to work with the UK Recruitment team and Marketing team. You will work with us to produce virtual recruitment events platforms to complement our on-campus recruitment activity.

The awarded contract will be expected to cover undergraduate open days, postgraduate open days and undergraduate applicant days.

The appointed agency will have the following attributes: You will have experience of developing similar platforms, ideally in the HE sector. Users will be able to access from a web browser using mobile, desktop or tablets and could be in any country worldwide. The successful supplier will need to provide an interactive, memorable, and engaging virtual experience which aims to engage and convert the distinct audiences.

II.2.5) Award criteria

Cost criterion - Name: Cost / Weighting: 30

Cost criterion - Name: Quality / Weighting: 70

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-018074](#)

Section V. Award of contract

Contract No

PURCON 1023

Title

Virtual Recruitment Events Platform

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

6 October 2022

V.2.2) Information about tenders

Number of tenders received: 3

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

V.2.3) Name and address of the contractor

We are Immersive Limited

4th Floor, Haldin House, Old Bank Of England Court, Queen Street

Norwich

NR2 4SX

Country

United Kingdom

NUTS code

- UKH15 - Norwich and East Norfolk

Companies House

09574011

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: £155,422.50

Lowest offer: £155,422.50 / Highest offer: £1,554,225 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of East Anglia

Norwich

Country

United Kingdom

