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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](mailto: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](http://www.uea.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**

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

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## **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](#)

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## **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

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## **Section VI. Complementary information**

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

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

University of East Anglia

Norwich

Country

United Kingdom