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Tender

## **Enquiries & Admissions Interest Generation & Conversion Service**

University of South Wales

F02: Contract notice

Notice identifier: 2021/S 000-030391

Procurement identifier (OCID): ocids-h6vhtk-02fe2e

Published 7 December 2021, 4:05pm

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

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

University of South Wales

Procurement Manager University of South Wales, Finance Dept, Llantwit Road

Pontypridd

CF37 1DL

#### **Contact**

Sharon Jenkins

#### **Email**

[sharon.jenkins@southwales.ac.uk](mailto:sharon.jenkins@southwales.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKL - Wales

**Internet address(es)**

Main address

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

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0315](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0315)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://sell2wales.gov.wales>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://sell2wales.gov.wales>

**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**

## Enquiries & Admissions Interest Generation & Conversion Service

Reference number

Tender No1726

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

- 75121000 - Administrative educational services

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

Services

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

The University, whilst still responding to the changing needs of the Covid-19 pandemic is embarking on a period of significant technological development involving several systems that operate across the student journey. Given this important juncture, it will be important to protect BAU recruitment activity, de-risk the programme of systems transformation and take every opportunity to gain ground and so the introduction of a 'recruitment partner' at this time is key to our effective operation.

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 75121000 - Administrative educational services
- 80300000 - Higher education services

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

NUTS codes

- UKL15 - Central Valleys

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

The University, whilst still responding to the changing needs of the Covid-19 pandemic is embarking on a period of significant technological development involving several systems that operate across the student journey. Given this important juncture, it will be important

to protect BAU recruitment activity, de-risk the programme of systems transformation and take every opportunity to gain ground and so the introduction of a 'recruitment partner' at this time is key to our effective operation.

Tenders are being invited for the supply of a service that will seek to optimise and manage enquiries from prospective students and facilitate and drive a higher rate of conversion from enquiry to application and ultimately from application to enrolment. The University anticipates that the service will be intensely utilised during key student recruitment periods, but will remain engaged throughout the year as needed to ensure support is available for key interest generation and conversion activities. To achieve the above, USW anticipates that the service will maintain close collaboration with the in-house 'Enquiries & Admissions', 'Marketing' and 'Student Recruitment' personnel, alleviating resource pressure points and enabling the team to focus on application processing and decision making activity. The University is seeking to integrate with this service, at pace, in order to realise the greatest enrolment impact in the September 2021 recruitment intake.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

20

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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 III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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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: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

17 January 2022

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

17 January 2022

Local time

12:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

[https://www.sell2wales.gov.wales/Search/Search\\_Switch.aspx?ID=116442](https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=116442).

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

[https://www.sell2wales.gov.wales/sitehelp/help\\_guides.aspx](https://www.sell2wales.gov.wales/sitehelp/help_guides.aspx).

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

Under the terms of this contract the successful supplier(s) will be required to deliver Community Benefits in support of the authority's economic and social objectives. Accordingly, contract performance conditions may relate in particular to social and environmental considerations. The Community Benefits included in this contract are:

The successful supplier(s) will be required to deliver community benefits in support of the University's economic and social objectives. Accordingly, contract performance conditions may relate, in part, to social and environmental considerations. As part of the tendering process the University will be looking at ways that even more value may be obtained and would like to seek community benefits from this tender. Examples of the kind of benefits / opportunities that we would like to see are, for example, e.g. lectures, guest speaker slots, scholarships or perhaps student placements or internships.

When submitting your tender, you will need to submit a plan in a separate word document of how you would anticipate delivering any benefits through this contract. The community benefits will not be scored or evaluated but will be included as a condition of contract with

the successful supplier.

(WA Ref:116442)

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

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

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom