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Contract

Enquiries & Admissions Interest Generation & Conversion Service

University of South Wales

F03: Contract award notice

Notice identifier: 2021/S 000-030707

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

Published 9 December 2021, 3:45pm

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

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

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

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

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

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

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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-030391](#)

Section V. Award of contract

Contract No

Tender No1726

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section VI. Complementary information

VI.3) Additional information

(WA Ref:116665)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

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United Kingdom