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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): ocids-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](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.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

#### **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**

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](#)

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## **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)

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## **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

Telephone

+44 2079477501

Country

United Kingdom