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Contract

## **Marketing and Student Recruitment Services in United Arab Emirates (UAE)**

Swansea University

F03: Contract award notice

Notice identifier: 2024/S 000-030845

Procurement identifier (OCID): ocds-h6vhtk-03e05b

Published 26 September 2024, 3:54pm

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

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

Swansea University

Procurement Office, Swansea University, Singleton Park

Swansea

SA2 8PP

#### **Email**

[procurement@swansea.ac.uk](mailto:procurement@swansea.ac.uk)

#### **Telephone**

+44 1792602779

#### **Country**

United Kingdom

#### **NUTS code**

UKL18 - Swansea

**Internet address(es)**

Main address

<http://www.swansea.ac.uk>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0345](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0345)

**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**

Marketing and Student Recruitment Services in United Arab Emirates (UAE)

Reference number

SU200(23)

**II.1.2) Main CPV code**

- 79600000 - Recruitment services

**II.1.3) Type of contract**

Services

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

Swansea University is seeking a company with the ability to support and deliver marketing and student recruitment activity in the Gulf region and to explore new markets across the Middle East and North Africa (MENA) on our behalf. The aim of this is to support the University's strategy across the Gulf region of increasing undergraduate and postgraduate student market share and to grow student enrolments. We will require one member of staff who will be exclusively dedicated to Swansea University activity, and the company should have the capacity to increase this number if required. We require the staff member to be at manager level, with at least five years experience in a similar role within higher education in the Gulf or a similar market in the region. They will lead on marketing and recruitment activity and will have sales driven approach to help improve conversion of students to enrolments; they will have knowledge of UK higher education, and will be a confident communicator.

#### **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: £512,227 / Highest offer: £513,968 taken into consideration

### **II.2) Description**

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

- 79342100 - Direct marketing services
- 79340000 - Advertising and marketing services
- 79600000 - Recruitment services

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

NUTS codes

- AE - United Arab Emirates

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

Swansea University is seeking a company with the ability to support and deliver marketing and student recruitment activity in the Gulf region and to explore new markets across the Middle East and North Africa (MENA) on our behalf. The aim of this is to support the University's strategy across the Gulf region of increasing undergraduate and postgraduate student market share and to grow student enrolments. We will require one

member of staff who will be exclusively dedicated to Swansea University activity, and the company should have the capacity to increase this number if required. We require the staff member to be at manager level, with at least five years experience in a similar role within higher education in the Gulf or a similar market in the region. They will lead on marketing and recruitment activity and will have sales driven approach to help improve conversion of students to enrolments; they will have knowledge of UK higher education, and will be a confident communicator.

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

Quality criterion - Name: Understanding / Weighting: 20%

Quality criterion - Name: Service Delivery / Weighting: 30%

Quality criterion - Name: Team Composition and Skills / Weighting: 30%

Price - Weighting: 20%

#### **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: [2023/S 000-019670](#)

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## **Section V. Award of contract**

### **Contract No**

SU200(23)

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

23 May 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 2

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

**V.2.3) Name and address of the contractor**

Grok Global Services

Suite 916, 535 Dean Street Brooklyn

New York

11217

Country

United States

NUTS code

- US - United States

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £512,227 / Highest offer: £513,968 taken into consideration

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## **Section VI. Complementary information**

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

(WA Ref:144835)

### **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