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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

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

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

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

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](#)

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

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