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Award

Provision of Student and Education Sector Data

Manchester Metropolitan University

F15: Voluntary ex ante transparency notice

Notice identifier: 2023/S 000-032756

Procurement identifier (OCID): ocds-h6vhtk-041606

Published 6 November 2023, 11:51am

Section I: Contracting authority/entity

I.1) Name and addresses

Manchester Metropolitan University

All Saints Building

MANCHESTER

M15 6BH

Contact

Steve Everitt

Email

s.everitt@mmu.ac.uk

Telephone

+44 1612471789

Country

United Kingdom

Region code

UKD33 - Manchester

Charity Commission (England and Wales)

UK12885862

Internet address(es)

Main address

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

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

Provision of Student and Education Sector Data

Reference number

SSA159

II.1.2) Main CPV code

- 72300000 - Data services

II.1.3) Type of contract

Services

II.1.4) Short description

The University seeks to award a contract for the provision of student recruitment data and subsequent student recruitment advertising services.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £381,335

II.2) Description

II.2.2) Additional CPV code(s)

- 72321000 - Added-value database services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKD3 - Greater Manchester

Main site or place of performance

UK wide undergraduate university applications.

II.2.4) Description of the procurement

Provision of student recruitment data and subsequent student recruitment advertising services, including pre-applicant database, UCAS application patterns and numbers, University admission behaviours and numbers, data consultancy etc. for UK undergraduate university applications.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

The University seeks to award a contract for the provision of student recruitment intelligence and student recruitment advertising services. UCAS are the sole holder of the data required to enable this proven and sophisticated approach to student recruitment (pre-applicant database, UCAS application patterns and numbers, University admission behaviours and numbers, etc.) as they alone handle UK undergraduate university applications.

The contract is for a 12-month period.

The award is made in line with the Public Contract Regulations 2015 Regulation 32(2)(b)(ii)

competition is absent for technical reasons.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

Section V. Award of contract/concession

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

6 November 2023

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

UCAS Media Ltd

Rosehill, New Barn Lane

Cheltenham

GL52 3LZ

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

02737300

The contractor/concessionaire is an SME

Yes

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

Initial estimated total value of the contract/lot/concession: £381,355

Total value of the contract/lot/concession: £381,335

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Manchester Metropolitan University

Manchester

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

The Public Contract Regulations 2015 provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland).

The authority incorporates a standstill period (i.e. a minimum of 10 calendar days) before this contract is entered into