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Awarded contract

Provision of Student and Education Sector Data

Manchester Metropolitan University

F15: Voluntary ex ante transparency notice

Notice reference: 2022/S 000-035473

Published: 15 December 2022, 11:12am

Section I: Contracting authority/entity

I.1) Name and addresses

Manchester Metropolitan University

All Saints, Grosvenor Square

MANCHESTER

M156BH

Contact

Steve Everitt

Email

s.everitt@mmu.ac.uk

Telephone

+44 1612471789

Country

United Kingdom

NUTS code

UKD33 - Manchester

Charity Commission (England and Wales)

UK12875862

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

SSA086

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: £386,499.80

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

Manchester

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 number, University admission behaviours and numbers, 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, as 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: Yes

Section V. Award of contract/concession

Contract No

SSA086

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

15 December 2022

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: £386,499

Total value of the contract/lot/concession: £386,499

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 awarded..