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Contract

## **CRM Platform**

Leeds Trinity University

F03: Contract award notice

Notice identifier: 2022/S 000-036285

Procurement identifier (OCID): ocds-h6vhtk-033332

Published 21 December 2022, 7:05pm

## **Section I: Contracting authority**

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

Leeds Trinity University

Brownberrie Lane

Leeds

LS18 5HD

#### **Email**

[m.hayter@leedstrinity.ac.uk](mailto:m.hayter@leedstrinity.ac.uk)

#### **Telephone**

+44 1132837100

#### **Country**

United Kingdom

**Region code**

UKE4 - West Yorkshire

**Internet address(es)**

Main address

<https://www.leedstrinity.ac.uk/>

Buyer's address

<https://neupc.delta-esourcing.com/members/leeds-trinity-university/>

**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**

CRM Platform

Reference number

ITS056LTU

#### **II.1.2) Main CPV code**

- 48900000 - Miscellaneous software package and computer systems

#### **II.1.3) Type of contract**

Supplies

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

Leeds Trinity University is seeking a fit for purpose single CRM system that will enable delivery of engaging, professional, and high-quality communications to enquirers, applicants, partners and current students. The system will also deliver a seamless journey from applicant to enrolled student. It will enable the University to segment communications by audience and allow tracking of reach, engagement, and analysis of communication effectiveness, to improve the applicant and student experience.

#### **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: £350,000

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

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

NUTS codes

- UKE42 - Leeds

Main site or place of performance

Leeds

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

Leeds Trinity University is seeking a fit for purpose single CRM system that will enable delivery of engaging, professional, and high-quality communications to enquirers, applicants, partners and current students. The system will also deliver a seamless journey from applicant to enrolled student. It will enable the University to segment communications by audience and allow tracking of reach, engagement, and analysis of communication effectiveness, to improve the applicant and student experience.

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

Price

## **II.2.11) Information about options**

Options: Yes

Description of options

Contract Duration: 1.The contract will be effective immediately upon award. 2.The solution will be operationally 'business as usual' before 10th April 2023 3.The contract duration will be based upon the anniversary of point 2 (above) and shall be in effect for three years. 4.The university reserves the right to extend the contract for any period up to a maximum of two additional years.

## **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2.14) Additional information**

To respond to this opportunity please click here: <https://neupc.delta-sourcing.com/respond/6NV4X5DS4E>

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted 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: [2022/S 000-011413](#)

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

### **Contract No**

1

### **Title**

CRM Platform

A contract/lot is awarded: Yes

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

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

18 December 2022

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

Number of tenders received: 4

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

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

Creation Technology Solutions Limited

Barley Mow Centre, 10 Barley Mow Passage

London

W4 4PH

Country

United Kingdom

NUTS code

- UKE42 - Leeds

National registration number

05953173

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £500,000

Total value of the contract/lot: £350,000

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## **Section VI. Complementary information**

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

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

To view this notice, please click here:

<https://neupc.delta-esourcing.com/delta/viewNotice.html?noticeId=746209256>

GO Reference: GO-20221221-PRO-21802620

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Leeds Trinity University

Brownberrie Lane

Leeds

LS18 5HD

Telephone

+44 1132837100

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

Leeds Trinity University

Brownberrie Lane

Leeds

LS18 5HD

Telephone

+44 1132837100

Country

United Kingdom

**VI.4.4) Service from which information about the review procedure may be obtained**

Leeds Trinity University

Brownberrie Lane

Leeds

LS18 5HD

Telephone

+44 1132837100

Country

United Kingdom