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Award

## **VEAT Notice Intention to award public services contracts for the provision of a managed service for student recruitment operations in India and Pakistan for the University of Keele**

The University of Keele

F15: Voluntary ex ante transparency notice

Notice identifier: 2024/S 000-037275

Procurement identifier (OCID): ocds-h6vhtk-04bcb3

Published 18 November 2024, 6:30pm

### **Section I: Contracting authority/entity**

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

The University of Keele

Procurement Office, Directorate of Finance, Innovation Centre 1, Keele University  
Science and Innovation Park,

Keele, Staffordshire

ST5 5NB

#### **Contact**

Darren Pearce

#### **Email**

[d.pearce@keele.ac.uk](mailto:d.pearce@keele.ac.uk)

#### **Telephone**

+44 1782734124

**Country**

United Kingdom

**Region code**

UKG24 - Staffordshire CC

**Companies House**

Company number RC000655

**Internet address(es)**

Main address

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

Buyer's address

<https://in-tendhost.co.uk/universityofkeele.aspx/Home>

**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**

VEAT Notice Intention to award public services contracts for the provision of a managed service for student recruitment operations in India and Pakistan for the University of Keele

Reference number

KU/630/DP/HT/2024 (India Operations), KU/629/DP/HT/2024 (Pakistan Operations)

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

- 79600000 - Recruitment services

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

Services

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

VEAT Notice Intention to award public services contracts for the provision of a managed service for student recruitment operations in India and Pakistan for the University of Keele.

#### **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: £467,510.76

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

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

NUTS codes

- IN - India
- PK - Pakistan

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

The contracts will cover the management of student recruitment operations in India and Pakistan for the University of Keele.

The Service Provider will recruit, house, equip, manage and mentor staff to deliver student recruitment and admissions processing objectives on behalf of the University.

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

Options: Yes

Description of options

The contracts may be extended for a further period in accordance with the contractual provisions.

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## **Section IV. Procedure**

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

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

Negotiated without a prior call for competition

- New works/services, constituting a repetition of existing works/services

Explanation:

In-Country Ltd is unique in providing a thoughtful and tailored managed service provision for the recruitment of students in India and Pakistan.

In-Country is now supporting an extensive number of Universities in the UK for similar provision consistently delivering year-on-year results to satisfied partners.

In-Country is best placed to continue to service Keele's prospective students across the student journey as proven in the past period leading up to 2023.

In-Country has the capability and platform to perform the services by utilising specialised technology, sector

expertise from the people they employ to optimise the best student journey for Keele.

The contract being awarded represents the provision of a managed service for the recruitment of students in India and Pakistan as part of our continuous investment to maximise our market reach through our existing relationship with In-Country.

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

The procurement is covered by the Government Procurement Agreement: Yes

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## **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**

18 November 2024

**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**

In-Country Limited

3 Dunster House, 22 Hanson Street,

London

W1W 6UG

Country

United Kingdom

NUTS code

- UKI - London

Companies House

Company Number 10182580

Internet address

<https://www.in-country.com>

The contractor/concessionaire is an SME

Yes

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

Total value of the contract/lot/concession: £467,510.76

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## **Section VI. Complementary information**

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

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

High Court of England and Wales

Royal Courts of Justice, Strand,

London

WCA2 2LL

Country

United Kingdom

Internet address

<https://www.justice.gov.uk>