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Contract

T23/30_Student Recruitment Conversion

Anglia Ruskin University Higher Education Corporation

F03: Contract award notice

Notice identifier: 2024/S 000-038029

Procurement identifier (OCID): ocds-h6vhtk-044fb1

Published 25 November 2024, 2:45pm

Section I: Contracting authority

I.1) Name and addresses

Anglia Ruskin University Higher Education Corporation

Bishop Hall Lane

Chelmsford

CM1 1SQ

Contact

Procurement

Email

procurement@aru.ac.uk

Telephone

+44 1245493131

Country

United Kingdom

NUTS code

UKH - East of England

Internet address(es)

Main address

www.aru.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

T23/30_Student Recruitment Conversion

Reference number

T23/30

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

Please find attached documents relating to the tender for Student Recruitment Conversion services (issued under the Open procedure). Please note the closing date for your ITT return is 12 noon on 8th May 2024. Tenderers must check that all the documents listed in the contents have been received and are complete in all respects: T23.30_Selection Questionnaire, T23.30_Specification and Tender Questionnaire, T23.30_Conversion Pricing Schedule, 20230112_Form of Tender_RETURN with submission. Bidders are reminded that large electronic files may take time to upload to In-Tend. Bidders must allow sufficient time to fully transmit all files they wish to submit prior to the published closing time. Please see paragraph 1.18 of the Invitation to Tender document for further information.

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: £1,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

- 79342100 - Direct marketing services

II.2.3) Place of performance

NUTS codes

- UKH - East of England

II.2.4) Description of the procurement

The University is looking for a conversion partner to carry out student recruitment conversion services. The University expects to see an increase and overall improvement in conversion rates from an enquirer stage all the way through to a final student enrolment stage to aid in achieving the University's recruitment targets, which are yet to be determined but look at an overall increase on previous years targets by 5-10% (for the undergraduate market) over the initial contract period.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60%

Price - Weighting: 40%

II.2.11) Information about options

Options: Yes

Description of options

2 x 12 months

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

This Tender is being conducted electronically using the Anglia Ruskin University eTendering system which can be found at <https://in-tendhost.co.uk/angliaruskinuniversity/To> receive documents, the users must first register and obtain login details. Existing users should log in to the website and express interest.

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: [2024/S 000-010988](#)

Section V. Award of contract

Contract No

CT23/30

Title

Student Recruitment Conversion

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

25 November 2024

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

Uni-Quest Ltd

Sheffield

Country

United Kingdom

NUTS code

- UKE32 - Sheffield

National registration number

08640061

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: £580,000

Total value of the contract/lot: £1,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Anglia Ruskin University Higher Education Corporation

Bishop Hall Lane

Chelmsford

CM1 1SQ

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procurement@aru.ac.uk

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