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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](mailto: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](http://www.aru.ac.uk)

**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**

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.

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## **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](#)

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## **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

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## **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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