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Contract

## **GROWCO - GROW COVENTRY UNIVERSITY ONLINE**

Coventry University

F03: Contract award notice

Notice identifier: 2024/S 000-040998

Procurement identifier (OCID): ocds-h6vhtk-04178c

Published 19 December 2024, 2:30pm

### **Section I: Contracting authority**

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

Coventry University

Priory Street

COVENTRY

CV15FB

#### **Email**

[bux280@coventry.ac.uk](mailto:bux280@coventry.ac.uk)

#### **Telephone**

+44 2477658021

#### **Country**

United Kingdom

#### **Region code**

UKG33 - Coventry

**Companies House**

07781274

**Internet address(es)**

Main address

<https://www.coventry.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**

GROWCO - GROW COVENTRY UNIVERSITY ONLINE

Reference number

FRAM-1060-23-TH

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

- 79400000 - Business and management consultancy and related services

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

Services

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

This ITT will enable the development of this capability via a collaboration with external expertise in ODL education growth. The services Supplier collaboration intends to accelerate the offering from Coventry University Online Limited in the UK and internationally.

As such we want to work with a services Supplier that has a proven core competence in the ODL market, specifically with a Supplier that has a team with a proven track record for scaling successful market-leading online ventures domestically and internationally.

The Supplier and Coventry University will work together to establish and manage a new Coventry owned operating unit (known as "GrowCo - Grow Coventry University Online").

The Agreement will be awarded for a duration of 3 months for a Joint Programme Initiative plus a 10 years initial contract agreement, with an option for Coventry University, at its discretion, to elect to extend the term of the Agreement for one further 5 year period. For the avoidance of doubt, the term of the Agreement shall not exceed a maximum of 3 months plus 15 years.

#### **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: £6,000,000

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 72000000 - IT services: consulting, software development, Internet and support
- 80300000 - Higher education services

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

NUTS codes

- UK - United Kingdom

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

The fundamental purpose and rationale for the Coventry University 'GrowCo' initiative is to significantly grow, exploit, disrupt and serve the ODL market. Today, the legal business entity Coventry University Online Ltd (CUOL), has lost expertise in a number of business development areas which has severely

affected business growth. GrowCo will : -

1. Be a new unit established as a division of Coventry University Online (CUOL) with its own P&L, and operate independently for greater speed-to-market and accountability.
2. House dedicated capabilities including marketing, digital marketing, enrolment and admissions, student support and human and technological resources to support these areas.
3. Integrate and coordinate with departments and technologies of Coventry University
4. Design and implement go-to-market strategies

The supplier must be a proven and reputable Higher Education services provider with known credibility for enhancing a partners brand reach. Coventry University does not necessarily need a pure consulting supplier, nor an Online Programme Manager (OPM) supplier but a services focused supplier to build the online brand, build the market and recruit the global learners.

The supplier will have direct experience driving the scale that Coventry University aspires to, including achieving >50% of total enrolments from outside of the UK. The supplier must have the international infrastructure and human resources to gain immediate traction

in key source markets (current and future) for our aims and ambitions.

The supplier will have an existing business model and global network that are built with the specific goal of driving domestic and international online growth for Coventry University.

The supplier, working with Coventry University must be capable of evolving the growth operating model and programme portfolio, embracing the fact that what constitutes an online degree experience is changing and will continue to adapt and change. The supplier will understand the global and international ODL market in support of Coventry University's growth aspirations. Associated with this the supplier will have its own existing international network and team that can be leveraged to further enhance our international ODL operations including finding new partners and markets, opening existing supplier partnerships.

The Agreement will be awarded for a duration of 3 months for a Joint Programme Initiative plus a 10 years initial contract agreement, with an option for Coventry University, at its discretion, to elect to extend the term of the Agreement for one further 5 year period. For the avoidance of doubt, the term of the Agreement shall not exceed a maximum of 3 months plus 15 years.

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

Quality criterion - Name: Quality / Weighting / Weighting: 80

Price - Weighting: 20

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

Options: No

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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: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-033372](#)

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

### **Contract No**

FRAM-1060-23-TH

### **Title**

GROWCO - GROW COVENTRY UNIVERSITY ONLINE

A contract/lot is awarded: Yes

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

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

24 September 2024

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

Number of tenders received: 1

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

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

CINTANA EDUCATION LLC

1130 E. University Dr., Suite 101, Building B, Tempe, Arizona 85281

Delaware

Country

United States

NUTS code

- US - United States

Companies House

83-3885230

The contractor is an SME

No

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

Total value of the contract/lot: £6,000,000

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## **Section VI. Complementary information**

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

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

Coventry University

Priory Street

Coventry

CV15FB

Country

United Kingdom

