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Contract

252300 Propensity Modelling Services

DE MONTFORT UNIVERSITY

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-045239

Procurement identifier (OCID): ocds-h6vhtk-056b5f

Published 1 August 2025, 1:45pm

Scope

Reference

252300

Description

Delivery of work around propensity modelling, to help the University evaluate our student recruitment patterns against market opportunity.

To be delivered over a period of up to three months. The price for service delivery shall be at a price of £28,495.52 ex.VAT (£34,194.62 inc.VAT).

Contract 1

Supplier

- SMRS Limited

Contract value

- £28,495.52 excluding VAT
- £34,194.62 including VAT

Below the relevant threshold

Date signed

1 August 2025

Contract dates

- 1 September 2025 to 30 November 2025
- 3 months

Main procurement category

Services

CPV classifications

- 79600000 - Recruitment services

Contract locations

- UKF21 - Leicester

Signed contract documents

[SMRS Award Letter \(DMU - July 2025\) SIGNED.pdf](#)

Procedure

Procedure type

Below threshold - without competition

Supplier

SMRS Limited

2 Express Networks, 3 George Leigh Street

Manchester

M4 6BD

United Kingdom

Email: ed.layt@smrs.co.uk

Website: <http://www.smrs.co.uk>

Region: UKD33 - Manchester

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

DE MONTFORT UNIVERSITY

- Charity Commission (England and Wales): XN85208
- UK Register of Learning Providers (UKPRN number): 10001883
- Public Procurement Organisation Number: PDZY-8857-XDBL

The Gateway

Leicester

LE1 9BH

United Kingdom

Email: procurement@dmu.ac.uk

Website: <http://www.dmu.ac.uk>

Region: UKF21 - Leicester

Organisation type: Public authority - sub-central government

