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Contract

GROWCO - GROW COVENTRY UNIVERSITY ONLINE

Coventry University

F03: Contract award notice

Notice identifier: 2025/S 000-049515

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

Published 18 August 2025, 2:13pm

Section I: Contracting authority

I.1) Name and addresses

Coventry University

Priory Street

Coventry

CV15FB

Email

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

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: £139,477.88

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

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II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

Accelerated procedure

Justification:

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](#)

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

United States

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)

Initial estimated total value of the contract/lot: £139,477.88

Total value of the contract/lot: £139,477.88

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Coventry University

Priory Street

Coventry

CV1 5FB

Email

bux280@coventry.ac.uk

Country

United Kingdom