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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](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: £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

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## **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](#)

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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

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

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## **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](mailto:bux280@coventry.ac.uk)

Country

United Kingdom