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Award

## Customer Relationship Management (CRM) Project

Askham Bryan College

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-052662

Procurement identifier (OCID): ocds-h6vhtk-051de4 ([view related notices](#))

Published 1 September 2025, 9:35am

## Scope

## Description

Askham Bryan College seeks to procure a Customer Relationship Management (CRM) system to support marketing and student recruitment efforts, with the goal of driving student number growth. The system will enable effective lead capture, nurturing, and conversion of prospective students from initial enquiry through to enrolment.

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## Contract 1

## Supplier

- GLOBAL DATA MANAGEMENT UK LIMITED

**Contract value**

- £121,200 excluding VAT
- £145,440 including VAT

Below the relevant threshold

**Award decision date**

12 August 2025

**Date assessment summaries were sent to tenderers**

12 August 2025

**Earliest date the contract will be signed**

1 September 2025

**Contract dates (estimated)**

- 2 September 2025 to 1 September 2028
- Possible extension to 1 September 2030
- 5 years

Description of possible extension:

2 years extension (12 months periods)

## **Main procurement category**

Services

## **CPV classifications**

- 72212445 - Customer Relation Management software development services

## **Contract locations**

- UK - United Kingdom

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## **Information about tenders**

- 13 tenders received
- 12 tenders assessed in the final stage:
  - 12 submitted by small and medium-sized enterprises (SME)
  - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 11 suppliers unsuccessful (details included for contracts over £5 million)

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## **Procedure**

### **Procedure type**

Open procedure

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## Supplier

### GLOBAL DATA MANAGEMENT UK LIMITED

- Companies House: 04272539
- Public Procurement Organisation Number: PXJG-1584-RXYP

C/O Xeinadin First Floor Secure House

Chandler's Ford

SO53 3TL

United Kingdom

Email: [dom@student-crm.co.uk](mailto:dom@student-crm.co.uk)

Website: <http://www.student-crm.co.uk>

Region: UKJ35 - South Hampshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## Contracting authority

## **Askham Bryan College**

- UK Register of Learning Providers (UKPRN number): 10000415
- Public Procurement Organisation Number: PPBG-8518-ZJJN

Askham Bryan

York

YO23 3FR

United Kingdom

Email: [procurement@askham-bryan.ac.uk](mailto:procurement@askham-bryan.ac.uk)

Region: UKE21 - York

Organisation type: Public authority - sub-central government