

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/004967-2026>

Planning

UY PROC 1240 - YORK ONLINE STRATEGIC PARTNERSHIP

University of York

UK3: Planned procurement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-004967

Procurement identifier (OCID): ocds-h6vhtk-060a4e

Published 20 January 2026, 4:01pm

Scope

Reference

UY PROC 1240

Description

The University of York, a world-ranked Russell Group institution, is seeking a high-calibre strategic partner to accelerate the growth and global reach of its York Online portfolio. With a mature and successful postgraduate online degree presence, the University is now entering the next phase of its online strategy, with plans to expand its current degree portfolio and develop new offerings in short courses, stackables and micro-credentials.

The University of York's contract with its current partner for online programme management is due to expire in March 2027 and we are carrying out a procurement process to appoint a partner to support the next phase of our ambitious plans.

We are seeking an OfS registered (or in the process of OfS registration), innovative partner with a proven track record of delivering high-impact, data-driven marketing, lead

generation and student recruitment at a global level across a diverse portfolio of degrees, micro-credentials and short-courses.

Our future partner will excel in market insight, conversion management, the delivery of a seamless, high-quality digital experience from a UK base for learner recruitment, as well as having capabilities in B2B sales and recruitment providing an authentic University of York experience. The University of York will remain the lead for all current academic pedagogy, teaching, and for the long-term student success and pastoral journey.

Following an initial phase of transition for our existing online programmes, we will be looking to take forward new developments including but not necessarily limited to:

New and/or revised online Masters degrees

University- or partner-developed short courses, with credit-bearing options, that may provide pathways to degrees

'Stackable' short courses and awards

Innovative use of AI to support programme development and delivery (content, assessment and feedback) and to enhance the student experience and progression.

Initial contract estimated to be June 2026 to June 2031, with potential to renew for a further 5 or 10 years to June 2036 or 2041

Contract dates (estimated)

- 30 June 2026 to 30 June 2031
- Possible extension to 30 June 2041
- 15 years, 1 day

Description of possible extension:

Optional extensions currently envisaged in 5-yr blocks up to 10 yr extension

Options to include a broader scope of courses by both subject matter and type of course.

Options

The right to additional purchases while the contract is valid.

Optional extensions currently envisaged in 5-yr blocks up to 10 yr extension

Options to include a broader scope of courses by both subject matter and type of course.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 80300000 - Higher education services

Contract locations

- UK - United Kingdom

Participation

Legal and financial capacity conditions of participation

A non-disclosure agreement to be signed before sensitive information is shared

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

16 March 2026

Submission type

Requests to participate

Deadline for requests to participate

25 March 2026, 11:59pm

Submission address and any special instructions

This notice is launched to alert the market

Documentation will be released via In-tend for the PME

please register at <https://in-tendhost.co.uk/york/aspx/Home>

No additional information will be released until the PME notice is released in February

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

31 May 2026

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

This PPN alerts the market to the following process:

Preliminary Market Engagement (PME) will launch in February 2026 with a brief turnaround time. We will release our draft outcomes-based specification, the heads of terms intended to underpin the contract and our quantitative reply form for consideration and comment. There will be a reply form to complete.

We may ask one or more respondents to an online meeting to discuss the responses to the PME.

Under a competitive flexible procedure, in March we will release the Invitation to Negotiate which will require a number of reply forms to be completed and returned. The University reserves the right to accept an initial bid or to undertake rounds of negotiation.

By early summer the University intends to be finalising and executing a contract for mobilisation. Delivery of services is intended for [XXXXXX]

Reduced tendering period

Yes

Qualifying planned procurement notice - minimum 10 days

Contracting authority

University of York

- UK Register of Learning Providers (UKPRN number): 10007167
- Public Procurement Organisation Number: PRDQ-5539-WTHX

Heslington

York

YO10 5DD

United Kingdom

Email: procurement@york.ac.uk

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

Region: UKE21 - York

Organisation type: Public authority - sub-central government