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Contract

## Online Programme Delivery Partner

Queen Margaret University

F03: Contract award notice

Notice identifier: 2022/S 000-007466

Procurement identifier (OCID): ocds-h6vhtk-02e257

Published 18 March 2022, 4:28pm

## Section I: Contracting authority

### I.1) Name and addresses

Queen Margaret University

Queen Margaret University Way

Musselburgh

EH21 6UU

#### Email

[kmurray1@gmu.ac.uk](mailto:kmurray1@gmu.ac.uk)

#### Country

United Kingdom

#### NUTS code

UKM73 - East Lothian and Midlothian

## **Internet address(es)**

Main address

<http://www.gmu.ac.uk/>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00364](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00364)

## **I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

## **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**

Online Programme Delivery Partner

Reference number

QMU-21056

#### **II.1.2) Main CPV code**

- 80000000 - Education and training services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Queen Margaret University, Edinburgh, wishes to engage an experienced online programme delivery partner to support the University in adapting and delivering in an online mode those of its programmes for which there is latent high demand for such an offer. In doing so, the partner will support the University in its ambition to increase its student enrolments and tuition fee revenue.

The University requires a partner that has proven marketing, student recruitment, technical and pedagogical expertise and experience in the field of online higher education, including a track record in the UK. We seek a partner with a proven delivery model that meets the needs of students both in terms of flexible access to their chosen degree programme, utilising a carousel model of module and programme delivery that works across international time zones, and that enables a high quality online student experience that meets their academic needs.

We expect that partner to provide all required upfront financial investment for launching the online degrees and to operate a financial model whereby there is a 50/50 tuition fee revenue share with the University and to provide all necessary market research intelligence with regards to programme selection and tuition fee levels.

#### **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: £40,000,000

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 80430000 - Adult-education services at university level
- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKM73 - East Lothian and Midlothian

Main site or place of performance

This contract will be performed online and remotely rather than a physical location.

### **II.2.4) Description of the procurement**

Queen Margaret University has as one of its strategic objectives the provision of an attractive, relevant and market responsive academic portfolio. We aim to achieve this through offering students a choice of methods of learning that are appropriate to students' circumstances and make the best use of digital technologies to support that learning. Specifically, the University aims to extend its reach in domestic and international markets through delivering some of its core academic programmes in a high quality, accessible and affordable online mode.

To enable it to deliver on this objective, the University intends to engage an experienced online programme delivery partner to support the University in adapting and delivering in an online mode those of its programmes for which there is latent high demand for such an offer. In doing so, the partner will support the University in its ambition to increase its student enrolments and tuition fee revenue.

The University requires a partner that has proven marketing, student recruitment, technical and pedagogical expertise and experience in the field of online higher education, including a track record in the UK. We seek a partner with a proven delivery model that meets the needs

of students both in terms of flexible access to their chosen degree programme, utilising a carousel model of module and programme delivery that works across international time zones, and that enables a high quality online student experience that meets their academic needs.

We expect that partner to:

- Operate a financial model whereby the partner provide all required upfront financial investment for launching the online degrees, including covering the cost of marketing, student recruitment, student retention, appropriate technology, and support for University staff in converting their modules and programmes into an online mode
- Operate a financial model whereby there is a 50/50 tuition fee revenue share with the University
- Lead the project management of the marketing, development and launch of the online programmes and be in a position to market, adapt and develop a programme for online launch quickly
- Provide market research intelligence, both domestic and international, to inform the University's selection of its programmes for adaptation for delivery in an online mode, including the identification of potential new programmes with market potential where the University has the relevant expertise, and to inform recommended tuition fee levels
- Effectively market those programmes selected for online development
- Play the lead role in pre-enrolment student engagement and initial application sifting, ensuring students are suitably prepared for the demands of online learning
- Have a standard operating procedure that includes directly supporting academic staff to adapt their modules and programmes for online delivery and that, in so doing, develops the University's staff understanding of the principles of high quality online pedagogy and learning design
- Have a model of online delivery and support that proactively maximises student retention, including through the use of data analytics and direct student support and intervention
- Offer a virtual learning environment that is intuitive for staff and student users and that supports effective learning design and high quality student engagement, as well as the option of the University using its existing VLE to deliver the selected online programmes
- Offer and support a smooth integration with the relevant University systems including Admissions and Student Records

-Allow Queen Margaret to retain the intellectual property rights for its modules and programmes developed as part of the partnership

### **II.2.5) Award criteria**

Quality criterion - Name: Delivery Team / Weighting: 25

Quality criterion - Name: Implementation Approach and Project Management / Weighting: 25

Quality criterion - Name: IT System Integration / Weighting: 25

Price - Weighting: 25

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Competitive procedure with negotiation

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-023268](#)

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## **Section V. Award of contract**

### **Contract No**

QMU-21506

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 February 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 3

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Higher Ed Partners Ltd.

31 HILL STREET

LONDON

W1J 5LS

Telephone

+44 7790542770

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £40,000,000

Total value of the contract/lot: £40,000,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

(SC Ref:687529)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Edinburgh Sheriff Court and Justice of the Peace Court

Edinburgh

Country

United Kingdom