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Planning

UY PROC 1240 - YORK ONLINE STRATEGIC PARTNERSHIP

University of York

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

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Procurement identifier (OCID): ocds-h6vhtk-060a4e ([view related notices](#))

Published 9 February 2026, 12:02pm

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 29 June 2031
- Possible extension to 29 June 2041
- 15 years

Main procurement category

Services

CPV classifications

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

Engagement

Engagement deadline

20 February 2026

Engagement process description

Interested parties should register at our procurement portal - In-tend: <https://in-tendhost.co.uk/york/asp/Home>

All information pertinent to this Preliminary Market Engagement will be communicated via the above mentioned portal. Please do not email us. Please use the link, register and follow the instructions on the portal.

Our non-disclosure agreement must be signed before sensitive information is shared. Instructions to receive the NDA , will be provided on In-tend. Your status as a bona fide potential service delivery partner with the minimum credentials must be verified before sensitive information is shared.

Our consultation focuses upon our substantive draft of the procurement documentation for our imminent Invitation to Participate which will be published in March. We ask you to review our draft Outcomes-based Specification with relevant annexes, our draft legal Term Sheet and our draft Quantitative (price) Reply Form. Our intent is to understand from you what you feel is missing, ambiguous, surprising, unhelpful, valued, strategically aligned etc within the documentation so we can improve it for a better Partnership with you.

We ask you to respond to our questionnaire which should be submitted via In-tend by 16:00hrs on Friday 20 February 2026.

We reserve the right to hold a 1-2-1 online meeting with a number of the respondents to the questionnaire to better understand their responses and or to explore some of the concepts they raise. Such online meetings would be held on 26 February or 2 March 2026. Please reserve these dates in your diary in case you are requested to attend.

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

16 March 2026

Contracting authority

University of York

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

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Region: UKE21 - York

Organisation type: Public authority - sub-central government