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Planning

Provision of Online Learning - Student Marketing and Recruitment Services

Swansea University

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

Notice identifier: 2025/S 000-012030

Procurement identifier (OCID): ocds-h6vhtk-04fab6 ([view related notices](#))

Published 31 March 2025, 2:37pm

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Scope

Reference

SU76(25)

Description

Marketing an student recruitment solutions to support emerging online-only postgraduate portfolio of programmes for globally available online programmes, including generating a successful student recruitment pipeline with high volumes of student interest, and a strategy for consistently translating leads to enquiries and converting these into high quality applications and subsequent admissions

Total value (estimated)

- £1,000,000 excluding VAT
- £12,000,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 July 2025 to 30 June 2028
- Possible extension to 30 June 2030
- 5 years

Main procurement category

Services

CPV classifications

- 79600000 - Recruitment services
- 79300000 - Market and economic research; polling and statistics
- 79413000 - Marketing management consultancy services

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

20 January 2025

The engagement was carried out before this notice was published.

Engagement process description

Prior Information Notice published on 17/12/24 - (2024/S 000-040538).

Request for Information issued

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Publication date of tender notice (estimated)

2 May 2025

Contracting authority

Swansea University

- Public Procurement Organisation Number: PTNV-7472-GRTW

Procurement, Finance Dept.

Swansea

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Region: UKL18 - Swansea

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales