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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
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## **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

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## **Participation**

### **Particular suitability**

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

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## **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

SA2 8PP

United Kingdom

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

Region: UKL18 - Swansea

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales