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Planning

UOW984 West Africa Representative (based in Nigeria) PME

University of Worcester

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

Notice identifier: 2026/S 000-013747

Procurement identifier (OCID): ocds-h6vhtk-0654a3

Published 16 February 2026, 11:09am

Scope

Reference

UOW984 2026/27

Description

Preliminary Market Engagement Notice

University of Worcester

West Africa Representative (based in Nigeria)

The University of Worcester (UW) is looking to appoint a Representative to provide services for the University including the engagement of an Individual or Individuals to carry out representative activities to deliver the marketing and promotional services in West Africa

UW is looking for a Representative who can provide the back-office support for the

services to be delivered. At this stage we are not looking for a more formal presence such as a branded office or to employ anyone directly in the Territories.

As part of our preparation, we are undertaking preliminary market engagement to inform the scope, structure and approach of the procurement process. This engagement is for information-gathering purposes only and does not form part of the formal evaluation.

We are seeking early engagement with and feedback from Suppliers to:

- gain initial supplier awareness and engagement,
- gain insight to the market possibilities and potential innovative solutions,
- understand market pricing structures,
- understand risks and issues not previously considered,
- inform the Procurement Strategy.

Background on the University of Worcester

The University of Worcester was founded in 1946 as a beacon of hope in the aftermath of the Second World War, with a guiding mission to help win peace through education. This founding vision continues to shape the University's ethos today – using the power of education to enrich lives and make a positive contribution to society.

Since its beginning, the University of Worcester has lived its maxim 'Inspired for Life', expressed through a culture of inclusion, creativity, effectiveness and friendliness. We concentrate on working together as a whole University, to create an environment in which people thrive, placing great importance on combining enduring human values with professionalism.

As a university, we are an expression of democracy, progress, knowledge and principle. We believe the fundamental, transformative effect of higher education has benefits for individuals, and for society as a whole. We endeavour to create an institution which encourages students to become good citizens, both within the University community and in the wider world. 'Inspired for Life' means that we not only support students and staff to succeed in their chosen career, but also that we motivate them to use the skills that they develop to build a better world.

This approach makes our graduates highly employable, with 96% in work or further study within six months of completing their course. We have a national reputation as a very friendly community, where both staff and students feel genuinely valued and empowered to make a meaningful contribution.

The University has been consistently ranked among the top institutions in the UK for Quality Education, topping the Times Higher Education University Impact Rankings in recent years. Our commitment to sustainability, equality, and social mobility is embedded in all we do.

Significant investment in award-winning, inclusive facilities – such as The Hive, Europe’s first integrated university and public library, and the University of Worcester Arena, the UK’s first fully accessible sports facility – reflects our outward-looking ethos. More recent developments include the opening of the Three Counties Medical School in 2023, which is helping to address regional workforce shortages in healthcare.

A strong network of partnerships with local authorities, healthcare providers, schools and community organisations underpins our belief that universities play a vital role in driving social good, regionally and beyond.

Contract dates (estimated)

- 1 September 2026 to 31 August 2028
- Possible extension to 31 August 2030
- 4 years

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services
- 80300000 - Higher education services

Contract locations

- UKG12 - Worcestershire

Engagement

Engagement deadline

11 March 2026

Engagement process description

Interested suppliers are requested to log on to the University of Worcester In-Tend Portal, link below:

<https://in-tendhost.co.uk/universityofworcester.aspx/Home>

Once logged in suppliers can access the project and read the brief.

A supplier information session will be run remotely via Microsoft teams on Wednesday 4th March, to confirm attendance, suppliers need to be registered on In-Tend and are required to contact the University through the correspondence function on In-Tend to request an invitation link.

Suppliers who are interested in this opportunity can complete the questionnaire and return this on the due date as outlined.

Submission

Publication date of tender notice (estimated)

23 March 2026

Contracting authority

University of Worcester

- Public Procurement Organisation Number: PYJR-8772-LLDP

Henwick Grove

Worcester

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United Kingdom

Contact name: Lucy Smith

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

Region: UKG12 - Worcestershire

Organisation type: Public authority - sub-central government