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Tender

SU113(26) Online Learning - Marketing and Student Recruitment Services

Swansea University

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-014662

Procurement identifier (OCID): ocids-h6vhtk-0656d9

Published 18 February 2026, 11:17am

Scope

Reference

SU113(26)

Description

The University is seeking to award an initial 3-year contract, to commence in Spring 2026 with an option to extend for a further two one-year period (3+1+1) to develop and execute a comprehensive marketing and recruitment strategy for online learning programmes.

Swansea University intends to launch Swansea University Online in September 2026. This ambitious programme of online learning will enhance and diversify the university's educational portfolio and ensure that it remains relevant and attractive to the needs of all learners.

Swansea University Online will combine the university's existing expertise in educational innovation with external commercial partnership to market and recruit to high-quality online programmes and courses, at scale and at pace. The intention is to deliver new postgraduate taught programmes for both the UK and international markets from

September 2026, with the potential addition of an undergraduate programme within the initial contract period. The University estimates a total contract value over the five year maximum contract period a range of between GBP 3175000 to GBP 4700000.

This tender is being run as a Light Touch Contract pursuant to section 9 of the Procurement Act 2023.

In line with Procurement Act 2023 Schedule 5, for any future procurement of additional or repeat goods, services or works we reserve the right to directly award under sch5 para.8 a) and b).

This tender is being run on eTenderWales portal

<https://etenderwales.ukp.app.jaggaer.com/home.html>

Please ensure that you follow the eTendering portal instructions carefully to ensure that your completed tender is correctly saved and successfully submitted. Should you require assistance, please refer to the online “HELP FOR SUPPLIERS” in the first instance. Any further problems should be directed to the eTendering helpdesk, available Mon-Fri from 8am to 6pm on:

Email: help@bravosolution.co.uk

Telephone: 0800 069 8634

Total value (estimated)

- £4,700,000 excluding VAT
- £5,600,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 20 April 2026 to 19 April 2029
- Possible extension to 20 April 2031

- 5 years, 1 day

Description of possible extension:

Two 1 year extension options

(3)+1+1

Main procurement category

Services

CPV classifications

- 80300000 - Higher education services

Contract locations

- UK - United Kingdom

Submission

Enquiry deadline

5 March 2026, 12:00pm

Tender submission deadline

18 March 2026, 12:00pm

Submission address and any special instructions

All Tender documents and tender responses are via eTenderWales portal.

<https://etenderwales.ukp.app.jaggaer.com/home.html>

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Tenders may be submitted electronically

Yes

Languages that may be used for submission

- Welsh
- English

Award decision date (estimated)

30 March 2026

Award criteria

Name	Type	Weighting
Price	Price	30.00%

Name	Type	Weighting
Marketing Approach and Expertise	Quality	20.00%
Recruitment Approach and Expertise	Quality	20.00%
Case Studies and Expertise	Quality	10.00%
Project Management and Contract Mobilisation	Quality	10.00%
Account Management and Continuous Improvement	Quality	10.00%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Special regime

Light touch

Justification for not publishing a preliminary market engagement notice

Timescales to proceed to publish tender preliminary market engagement exercise has not

been taken on this occasion.

Contracting authority

Swansea University

- Public Procurement Organisation Number: PTNV-7472-GRTW

Procurement, Finance Dept.

Swansea

SA2 8PP

United Kingdom

Email: procurement@swansea.ac.uk

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

Region: UKL18 - Swansea

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales