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Tender

SU199(23) Marketing and Student Recruitment Services in Malaysia & Southeast Asia

Swansea University

F02: Contract notice

Notice identifier: 2023/S 000-020469

Procurement identifier (OCID): ocds-h6vhtk-03e281

Published 17 July 2023, 11:57am

Section I: Contracting authority

I.1) Name and addresses

Swansea University

Procurement Office, Swansea University, Singleton Park

Swansea

SA2 8PP

Email

procurement@swansea.ac.uk

Telephone

+44 1792602779

Country

United Kingdom

NUTS code

UKL18 - Swansea

Internet address(es)

Main address

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

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0345

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://etenderwales.bravosolution.co.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://etenderwales.bravosolution.co.uk>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

SU199(23) Marketing and Student Recruitment Services in Malaysia & Southeast Asia

Reference number

SU199(23)

II.1.2) Main CPV code

- 79600000 - Recruitment services

II.1.3) Type of contract

Services

II.1.4) Short description

Swansea University is seeking a company with the ability to support and deliver marketing and student recruitment activity in Southeast Asia on our behalf. The aim of this is to support the University's strategy in Southeast Asia of increasing undergraduate and postgraduate student market share and to grow student enrolments. This will be through a variety of channels including TNE partnerships. We will require one member of staff who will be exclusively dedicated to Swansea University activity, and the company should have the capacity to increase this number if required. We require the staff member to be at manager level, with at least five years' experience in a similar role within higher education in Malaysia or a similar market in the region. They will lead on delivering the University's marketing and recruitment activity and will have a sales driven approach to help improve conversion of students to enrolments; they will have knowledge of UK higher education, and will be a confident communicator,

The supplier must limit their fees to only include set up and for costs relating to the management of the staff. All other costs must only be payable on variable costs and actuals, which will be agreed in advance. The company must, when requested, provide receipts and monthly reports on the return on investment of the staff activity as well as the marketing activity, in a timely manner.

The University estimates a total contract value of approximately GBP 356,500.00 over the maximum four year period. The contract will be for an initial 2 year period with an option to extend for a further two years (2+2), subject to funds and performance. The University will reserve the right to increase this amount up to an additional 50% upon agreement by both

parties.

II.1.5) Estimated total value

Value excluding VAT: £356,500

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342100 - Direct marketing services
- 79340000 - Advertising and marketing services
- 79600000 - Recruitment services

II.2.3) Place of performance

NUTS codes

- AE - United Arab Emirates

II.2.4) Description of the procurement

Swansea University is seeking a company with the ability to support and deliver marketing and student recruitment activity in Southeast Asia on our behalf. The aim of this is to support the University's strategy in Southeast Asia of increasing undergraduate and postgraduate student market share and to grow student enrolments. This will be through a variety of channels including TNE partnerships. We will require one member of staff who will be exclusively dedicated to Swansea University activity, and the company should have the capacity to increase this number if required. We require the staff member to be at manager level, with at least five years' experience in a similar role within higher education in Malaysia or a similar market in the region. They will lead on delivering the University's marketing and recruitment activity and will have a sales driven approach to help improve conversion of students to enrolments; they will have knowledge of UK higher education, and will be a confident communicator,

The supplier must limit their fees to only include set up and for costs relating to the management of the staff. All other costs must only be payable on variable costs and actuals, which will be agreed in advance. The company must, when requested, provide receipts and monthly reports on the return on investment of the staff activity as well as the marketing activity, in a timely manner.

The University estimates a total contract value of approximately GBP 356,500.00 over the maximum four year period. The contract will be for an initial 2 year period with an option to extend for a further two years (2+2), subject to funds and performance. The University will reserve the right to increase this amount up to an additional 50% upon agreement by both parties.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

21 August 2023

Local time

2:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English, Welsh

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

21 August 2023

Local time

2:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

NOTE: The authority is using eTenderwales to carry out this procurement process. To obtain further information record your interest on Sell2Wales at https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=133263

(WA Ref:133263)

The buyer considers that this contract is suitable for consortia.

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom