

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/022970-2022>

Tender

Marketing and Student Recruitment Services in India

Swansea University

F02: Contract notice

Notice identifier: 2022/S 000-022970

Procurement identifier (OCID): ocds-h6vhtk-035fea

Published 18 August 2022, 2:06pm

The closing date and time has been changed to:

3 October 2022, 2:00pm

See the [change notice](#).

Section I: Contracting authority

I.1) Name and addresses

Swansea University

Procurement Office, Swansea University, Singleton Park

Swansea

SA2 8PP

Contact

Chris Grant

Email

procurement@swansea.ac.uk

Telephone

+44 1792602779

Country

United Kingdom

NUTS code

UKL18 - Swansea

Internet address(es)

Main address

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

Buyer's address

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

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>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<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

Marketing and Student Recruitment Services in India

Reference number

SU198(22)

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 India on our behalf. The aim of this is to support the University's strategy in India of increasing undergraduate and postgraduate student market share and to grow student enrolments. We will require up to four staff members who will be exclusively dedicated to Swansea University activity, and the company should have the capacity to increase this number if required. We require staff at a range of experience levels; one manager with at least five years experience in a similar role within higher education in India that has the ability to help inform and develop strategy, manage and build relationships with stakeholders, line manage junior members of staff as well as carrying out and delivering marketing and recruitment activity; a range of junior members of staff who have experience and knowledge of higher education overseas, especially the UK, and will be confident communicators, understand marketing and student recruitment and also have sales driven approaches to help improve conversion of students to enrolments.

II.1.5) Estimated total value

Value excluding VAT: £600,000

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

II.2.3) Place of performance

NUTS codes

- UKL18 - Swansea

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 India on our behalf. The aim of this is to support the University's strategy in India of increasing undergraduate and postgraduate student market share and to grow student enrolments. We will require up to four staff members who will be exclusively dedicated to Swansea University activity, and the company should have the capacity to increase this number if required. We require staff at a range of experience levels; one manager with at least five years experience in a similar role within higher education in India that has the ability to help inform and develop strategy, manage and build relationships with stakeholders, line manage junior members of staff as well as carrying out and delivering marketing and recruitment activity; a range of junior members of staff who have experience and knowledge of higher education overseas, especially the UK, and will be confident communicators, understand marketing and student recruitment and also have sales driven approaches to help improve conversion of students to enrolments.

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £600,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

1 year extension option (3+1)

II.2.10) Information about variants

Variants will be accepted: No

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

Originally published as:

Date

22 September 2022

Local time

2:00pm

Changed to:

Date

3 October 2022

Local time

2:00pm

See the [change notice](#).

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

22 September 2022

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=124124

(WA Ref:124124)

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