

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](mailto: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](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](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