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Tender

## **Online Programme Delivery Partner**

Queen Margaret University

F02: Contract notice

Notice identifier: 2021/S 000-023268

Procurement identifier (OCID): ocds-h6vhtk-02e257

Published 20 September 2021, 8:55am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Queen Margaret University

Queen Margaret University Way

Musselburgh

EH21 6UU

#### **Email**

[kmurray1@qmu.ac.uk](mailto:kmurray1@qmu.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKM73 - East Lothian and Midlothian

#### **Internet address(es)**

Main address

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

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00364](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00364)

## **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://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

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://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

## **I.4) Type of the contracting authority**

Body governed by public law

## **I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Online Programme Delivery Partner

Reference number

QMU-21056

#### **II.1.2) Main CPV code**

- 80000000 - Education and training services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Queen Margaret University, Edinburgh, wishes to engage an experienced online programme delivery partner to support the University in adapting and delivering in an online mode those of its programmes for which there is latent high demand for such an offer. In doing so, the partner will support the University in its ambition to increase its student enrolments and tuition fee revenue.

The University requires a partner that has proven marketing, student recruitment, technical and pedagogical expertise and experience in the field of online higher education, including a track record in the UK. We seek a partner with a proven delivery model that meets the needs of students both in terms of flexible access to their chosen degree programme, utilising a carousel model of module and programme delivery that works across international time zones, and that enables a high quality online student experience that meets their academic needs.

We expect that partner to provide all required upfront financial investment for launching the online degrees and to operate a financial model whereby there is a 50/50 tuition fee revenue share with the University and to provide all necessary market research intelligence with regards to programme selection and tuition fee levels.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 80430000 - Adult-education services at university level
- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKM73 - East Lothian and Midlothian

Main site or place of performance

This contract will be performed online and remotely rather than a physical location.

### **II.2.4) Description of the procurement**

Queen Margaret University has as one of its strategic objectives the provision of an attractive, relevant and market responsive academic portfolio. We aim to achieve this through offering students a choice of methods of learning that are appropriate to students' circumstances and make the best use of digital technologies to support that learning. Specifically, the University aims to extend its reach in domestic and international markets through delivering some of its core academic programmes in a high quality, accessible and affordable online mode.

To enable it to deliver on this objective, the University intends to engage an experienced online programme delivery partner to support the University in adapting and delivering in an online mode those of its programmes for which there is latent high demand for such an offer. In doing so, the partner will support the University in its ambition to increase its student enrolments and tuition fee revenue.

The University requires a partner that has proven marketing, student recruitment, technical and pedagogical expertise and experience in the field of online higher education, including a track record in the UK. We seek a partner with a proven delivery model that meets the needs of students both in terms of flexible access to their chosen degree programme, utilising a carousel model of module and programme delivery that works across international time zones, and that enables a high quality online student experience that meets their academic needs.

We expect that partner to:

- Operate a financial model whereby the partner provide all required upfront financial investment for launching the online degrees, including covering the cost of marketing,

student recruitment, student retention, appropriate technology, and support for University staff in converting their modules and programmes into an online mode

- Operate a financial model whereby there is a 50/50 tuition fee revenue share with the University
- Lead the project management of the marketing, development and launch of the online programmes and be in a position to market, adapt and develop a programme for online launch quickly
- Provide market research intelligence, both domestic and international, to inform the University's selection of its programmes for adaptation for delivery in an online mode, including the identification of potential new programmes with market potential where the University has the relevant expertise, and to inform recommended tuition fee levels
- Effectively market those programmes selected for online development
- Play the lead role in pre-enrolment student engagement and initial application sifting, ensuring students are suitably prepared for the demands of online learning
- Have a standard operating procedure that includes directly supporting academic staff to adapt their modules and programmes for online delivery and that, in so doing, develops the University's staff understanding of the principles of high quality online pedagogy and learning design
- Have a model of online delivery and support that proactively maximises student retention, including through the use of data analytics and direct student support and intervention
- Offer a virtual learning environment that is intuitive for staff and student users and that supports effective learning design and high quality student engagement, as well as the option of the University using its existing VLE to deliver the selected online programmes
- Offer and support a smooth integration with the relevant University systems including Admissions and Student Records
- Allow Queen Margaret to retain the intellectual property rights for its modules and programmes developed as part of the partnership

#### **II.2.5) Award criteria**

Quality criterion - Name: Delivery Team / Weighting: 25

Quality criterion - Name: Implementation Approach and Project Management / Weighting:

25

Quality criterion - Name: IT System Integration / Weighting: 25

Price - Weighting: 25

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

Start date

2 May 2022

End date

1 May 2032

This contract is subject to renewal

Yes

Description of renewals

Renewals are subject to the successful delivery of the project and favourable student recruitment.

**II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 3

Objective criteria for choosing the limited number of candidates:

Part 4B Economic and Financial Standing will be assessed on a Pass/Fail basis.

Part 4C Technical and Professional ability will be assessed according to the following weightings:

Three case studies which provide evidence of:

- a successful track record of online programme management in other UK universities – 40%;
- resilience within the delivery team - 40%

Ability of the partner to access additional funding to cover upfront expenditure - 20%

Bidders must score a minimum of 50% to progress to the ITT stage.

#### **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

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

Please provide information regarding:

- Turnover for last 3 financial years;
- Levels of insurance cover incl. Professional Risk Indemnity, Employer's (Compulsory) Liability, Public Liability, Product Liability, Cyber

#### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

Please provide 3 case studies which demonstrate a successful track record in the UK higher education online programme management sector as well as the resilience of your delivery team.

Please also provide information regarding your ability to access additional funding to cover upfront expenditure.

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

The University has placed sustainability at the very core of our vision, taking a joined up approach to the social, environmental and economic dimensions of sustainable development. We will discuss with the successful delivery partner how they can support us in our vision.

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**



Competitive procedure with negotiation

**IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

**IV.1.5) Information about negotiation**

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

**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

20 October 2021

Local time

12:00pm

**IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

3 November 2021

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

English

**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)

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: After initial contract period, if no optional extension invoked.

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

The buyer is using PCS-Tender to conduct this PQQ exercise. The Project code is 19516. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

The Contracting Authority does not intend to include a sub-contract clause as part of community benefits (as per Section 25 of the Procurement Reform (Scotland) Act 2014) in this contract for the following reason:

This service does not lend itself to sub-contracting as it is an integrated service.

The Contracting Authority does not intend to include any community benefit requirements in this contract for the following reason:

This contract focuses on online learning with students based globally. It is therefore unlikely that the benefits of this contract would link directly to the geographical region of the University.

(SC Ref:664810)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Edinburgh Sheriff Court and Justice of the Peace Court

Edinburgh

Country

United Kingdom