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Tender

SU76(25) Provision of Online Learning - Student Marketing and Recruitment Services

Swansea University

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

Notice identifier: 2025/S 000-029871

Procurement identifier (OCID): ocds-h6vhtk-04fab6 ([view related notices](#))

Published 4 June 2025, 1:01pm

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Scope

Reference

SU76(25)

Description

The University is seeking to award a 3-year contract, to commence in August 2025 with an option to extend beyond the initial 3-year period for a further period of 2 years (3+1+1) to develop and execute a comprehensive marketing and recruitment strategy for online learning programmes.

Total value (estimated)

- £1,000,000 excluding VAT
- £12,000,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 August 2025 to 31 July 2028
- Possible extension to 31 July 2030
- 5 years

Description of possible extension:

1+1

Main procurement category

Services

CPV classifications

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

Contract locations

- UK - United Kingdom
-

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

18 June 2025, 12:00pm

Tender submission deadline

2 July 2025, 12:00pm

Submission address and any special instructions

<https://etenderwales.bravosolution.co.uk/web/login.shtml>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

- Welsh

- English

Award decision date (estimated)

14 July 2025

Award criteria

Name	Type	Weighting
Quality	Quality	70.00%
Cost	Cost	30.00%

Other information**Applicable trade agreements**

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure**Procedure type**

Open procedure

Documents

Associated tender documents

<https://etenderwales.bravosolution.co.uk/web/login.shtml>

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<https://etenderwales.bravosolution.co.uk/web/login.shtml> and search for PQQ/ITT code itt_117691 within the appropriate area

Technical specifications to be met

<https://etenderwales.bravosolution.co.uk/web/login.shtml>

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Contracting authority

Swansea University

- Public Procurement Organisation Number: PTNV-7472-GRTW

Procurement, Finance Dept.

Swansea

SA2 8PP

United Kingdom

Contact name: James Thomas

Telephone: +441792987353

Email: j.r.g.thomas@swansea.ac.uk

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

Region: UKL18 - Swansea

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales