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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

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **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

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## Award criteria

Name	Type	Weighting
Quality	Quality	70.00%
Cost	Cost	30.00%

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## Other information

### Applicable trade agreements

- Government Procurement Agreement (GPA)

### Conflicts assessment prepared/revised

Yes

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## Procedure

### Procedure type

Open procedure

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## Documents

### Associated tender documents

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

This procurement process is being carried out on eTenderwales. Please note this is a separate website and if you are not already registered, registration will be required.

To access eTenderwales, express your interest in this notice and access the tender documentation please visit

<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](mailto: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