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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 000-029908

Procurement identifier (OCID): ocids-h6vhtk-04fab6

Published 4 June 2025, 2:26pm

Changes to notice

This notice has been edited. The [previous version](#) is still available.

Amendment to estimated contract value

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
- £1,200,000 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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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

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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