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Tender

## **Online Distance Learning Services Framework**

University of Birmingham

F02: Contract notice

Notice identifier: 2022/S 000-031011

Procurement identifier (OCID): ocds-h6vhtk-037e8b

Published 2 November 2022, 6:24pm

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

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

University of Birmingham

Procurement Division - Finance Office, Aston Webb Building, Edgbaston

Birmingham

B312LR

#### **Contact**

Paul Markham

#### **Email**

[p.markham@bham.ac.uk](mailto:p.markham@bham.ac.uk)

#### **Telephone**

+44 1214158807

#### **Country**

United Kingdom

**Region code**

UKG31 - Birmingham

**Companies House**

RC000645

**Internet address(es)**

Main address

<https://www.birmingham.ac.uk>

Buyer's address

<https://in-tendhost.co.uk/universityofbirmingham.aspx/Home>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/universityofbirmingham.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/universityofbirmingham.aspx/Home>

**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 Distance Learning Services Framework

Reference number

FRAM555/22

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

- 80300000 - Higher education services

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

Services

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

The University of Birmingham is one of the UK's largest providers of distance learning and we have bold ambitions to further grow our online learning portfolio and online student community. To support this ambition, we wish to engage with relevant suppliers who share our desire to develop and deliver high quality online learning experiences.

The intention is to establish a framework agreement with a suitably qualified supplier (or suppliers) who will be able to provide one or more services that will augment inhouse provision.

It is anticipated that services required may include, but not necessarily limited to, the following broad areas of provision:

- Market insight - access to data and analysis of the global market for online learning.
- Student acquisition - including marketing, recruitment, and enrolment.
- Course design and production - learning design and media production.
- Student support and retention services - front line support and triage of student queries.

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

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UKG31 - Birmingham

Main site or place of performance

University of Birmingham, Edgbaston, Birmingham

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

The University of Birmingham is one of the UK's largest providers of distance learning and we have bold ambitions to further grow our online learning portfolio and online student community. To support this ambition, we wish to engage with relevant suppliers who share our desire to develop and deliver high quality online learning experiences.

The intention is to establish a framework agreement with a suitably qualified supplier (or suppliers) who will be able to provide one or more services that will augment inhouse provision.

It is anticipated that services required may include, but not necessarily limited to, the following broad areas of provision:

- Market insight - access to data and analysis of the global market for online learning.
- Student acquisition - including marketing, recruitment, and enrolment.
- Course design and production - learning design and media production.
- Student support and retention services - front line support and triage of student queries.

We would therefore welcome the opportunity for potential suppliers of these services to help us refine these requirements and explore appropriate business models through a Competitive Procedure with negotiation.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

84

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

Initial 7 year period with an option to extend for a further 3 years. (individual call offs as part of the framework may be for up to a 10 year period once awarded).

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### **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

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## **Section IV. Procedure**

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

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

Competitive procedure with negotiation

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

In the case of framework agreements, provide justification for any duration exceeding 4 years:

Initial 7 year period with an option to extend for a further 3 years. (individual call offs as part of the framework may be for up to a 10 year period once awarded).

Rationale is based on return on investment for the supplier(s) concerned and the University. It is standard within the market for call off contracts of this nature to be for a much longer period than 4 years.

#### **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

2 December 2022

Local time

12:00pm

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

16 January 2023

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

English

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**Section VI. Complementary information**

**VI.1) Information about recurrence**

This is a recurrent procurement: No

**VI.4) Procedures for review**

**VI.4.1) Review body**

University of Birmingham

Edgbaston

Birmingham

B15 2TT

Country

United Kingdom