

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/031558-2025>

Award

Training Platform

THE UNIVERSITY OF BIRMINGHAM

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-031558

Procurement identifier (OCID): ocds-h6vhtk-0546c3

Published 11 June 2025, 2:34pm

Scope

Description

The University of Birmingham utilises LinkedIn Learning to provide comprehensive access to an extensive library of training videos, empowering both students and staff to enhance their professional development and acquire micro credentials. For students, this platform serves as a valuable resource to enhance their employment prospects following graduation. Completed training courses appear on students LinkedIn profiles as well as any micro credentials they have completed. For staff, LinkedIn Learning facilitates skill enhancement within their current roles and serves as a training tool to support their career progression.

Contract 1

Supplier

- LinkedIn Ireland Unlimited Company

Contract value

- £406,500 excluding VAT
- £487,800 including VAT

Above the relevant threshold

Earliest date the contract will be signed

23 June 2025

Contract dates (estimated)

- 1 July 2025 to 30 June 2028
- 3 years

Main procurement category

Services

CPV classifications

- 80420000 - E-learning services

Contract locations

- UKG - West Midlands (England)

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Additional or repeat goods, services or works - extension or partial replacement

The LinkedIn Learning system is integrated into the University's Virtual Learning Environment (VLE), ensuring a seamless learning experience. LinkedIn Learning is used across various university departments. Links are embedded within VLE courses for students, while the Library employs it to deliver training, student placement recommends LinkedIn Learning courses to students to improve employment search. Furthermore, individual managers leverage LinkedIn Learning to provide specialised training to their teams, addressing specific areas such as advanced Microsoft Excel proficiency. The University's recruitment literature prominently highlights the access to LinkedIn Learning as an incentive for students to pursue their studies at the University. The removal or replacement of LinkedIn Learning would have a detrimental impact on the University's immediate strategic objectives. It would directly affect the staff and student experience, necessitating substantial time and staff resourcing.

Supplier

LinkedIn Ireland Unlimited Company

- Public Procurement Organisation Number: PNBB-9589-YHWZ

Wilton Place

Dublin

D2

Ireland

Email: dlawfordmee@linkedin.com

Website: <http://www.linkedin.com>

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

THE UNIVERSITY OF BIRMINGHAM

- Companies House: RC000645
- Public Procurement Organisation Number: PHCQ-3464-LVTM

Edgbaston

Birmingham

B15 2TT

United Kingdom

Email: procurement@bham.ac.uk

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

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government