

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/033372-2023>

Tender

## **GROWCO - GROW COVENTRY UNIVERSITY ONLINE**

Coventry University

F02: Contract notice

Notice identifier: 2023/S 000-033372

Procurement identifier (OCID): ocds-h6vhtk-04178c

Published 10 November 2023, 6:22pm

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

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

Coventry University

Priory Street

COVENTRY

CV15FB

#### **Contact**

Thomas Hasson

#### **Email**

[ad7747@coventry.ac.uk](mailto:ad7747@coventry.ac.uk)

#### **Country**

United Kingdom

**Region code**

UKG33 - Coventry

**Companies House**

07781274

**Internet address(es)**

Main address

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

Buyer's address

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

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

---

## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

GROWCO - GROW COVENTRY UNIVERSITY ONLINE

Reference number

FRAM-1060-23-TH

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

- 80300000 - Higher education services

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

Services

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

This ITT will enable the development of this capability via a collaboration with external expertise in ODL education growth. The services Supplier collaboration intends to accelerate the offering from Coventry University Online Limited in the UK and internationally.

As such we want to work with a services Supplier that has a proven core competence in the ODL market, specifically with a Supplier that has a team with a proven track record for scaling successful market-leading online ventures domestically and internationally.

The Supplier and Coventry University will work together to establish and manage a new Coventry owned operating unit (known as "GrowCo - Grow Coventry University Online").

The Agreement will be awarded for a duration of 3 months for a Joint Programme Initiative plus a 10 years initial contract agreement, with an option for Coventry University, at its discretion, to elect to extend the term of the Agreement for one further 5 year period. For the avoidance of doubt, the term of the Agreement shall not exceed a maximum of 3 months plus 15 years.

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

This contract is divided into lots: No

## II.2) Description

### II.2.2) Additional CPV code(s)

- 72000000 - IT services: consulting, software development, Internet and support
- 79400000 - Business and management consultancy and related services

### II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

### II.2.4) Description of the procurement

The fundamental purpose and rationale for the Coventry University 'GrowCo' initiative is to significantly grow, exploit, disrupt and serve the ODL market. Today, the legal business entity Coventry University Online Ltd (CUOL), has lost expertise in a number of business development areas which has severely

affected business growth. GrowCo will : -

1. Be a new unit established as a division of Coventry University Online (CUOL) with its own P&L, and operate independently for greater speed-to-market and accountability.
2. House dedicated capabilities including marketing, digital marketing, enrolment and admissions, student support and human and technological resources to support these areas.
3. Integrate and coordinate with departments and technologies of Coventry University
4. Design and implement go-to-market strategies

The supplier must be a proven and reputable Higher Education services provider with known credibility for enhancing a partners brand reach. Coventry University does not necessarily need a pure consulting supplier, nor an Online Programme Manager (OPM) supplier but a services focused supplier to build the online brand, build the market and recruit the global learners.

The supplier will have direct experience driving the scale that Coventry University aspires to, including achieving 50% of total enrolments from outside of the UK. The supplier must have the international infrastructure and human resources to gain immediate traction in key source markets (current and future) for our aims and ambitions.

The supplier will have an existing business model and global network that are built with the

specific goal of driving domestic and international online growth for Coventry University.

The supplier, working with Coventry University must be capable of evolving the growth operating model and programme portfolio, embracing the fact that what constitutes an online degree experience is changing and will continue to adapt and change. The supplier will understand the global and international ODL market in support of Coventry University's growth aspirations. Associated with this the supplier will have its own existing international network and team that can be leveraged to further enhance our international ODL operations including finding new partners and markets, opening existing supplier partnerships.

The Agreement will be awarded for a duration of 3 months for a Joint Programme Initiative plus a 10 years initial contract agreement, with an option for Coventry University, at its discretion, to elect to extend the term of the Agreement for one further 5 year period. For the avoidance of doubt, the term of the Agreement shall not exceed a maximum of 3 months plus 15 years.

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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

Start date

31 January 2024

End date

30 April 2034

This contract is subject to renewal

Yes

Description of renewals

The Agreement will be awarded for a duration of 3 months for a Joint Programme Initiative plus 10 years years, with an option for Coventry University, at its discretion, to elect to extend the term of the Agreement for one further 5 year period. For the avoidance of doubt, the term of the Agreement shall not exceed a maximum of 15 years.

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

Variants will be accepted: Yes

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

Options: Yes

Description of options

The Agreement will be awarded for a duration of 3 months for a Joint Programme Initiative plus 10 years years, with an option for Coventry University, at its discretion, to elect to extend the term of the Agreement for one further 5 year period. For the avoidance of doubt, the term of the Agreement shall not exceed a maximum of 15 years.

---

## **Section IV. Procedure**

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

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

Open procedure

#### **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

11 December 2023

Local time

12:00pm

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 30 April 2034

#### **IV.2.7) Conditions for opening of tenders**

Date

11 December 2023

Local time

12:01pm

---

## **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**

Coventry University

Coventry

Country

United Kingdom