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Planning

PROVISION OF MARKETING AND STUDENT RECRUITMENT FOR EXECUTIVE EDUCATION

Uni

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-037393

Procurement identifier (OCID): ocds-h6vhtk-042721

Published 20 December 2023, 9:51am

Section I: Contracting authority

I.1) Name and addresses

Uni

54 Netherpark Avenue

Glasgow

G44 3XW

Contact

Laura Shaw

Email

laura.shaw@strath.ac.uk

Country

United Kingdom

NUTS code

UKM82 - Glasgow City

Internet address(es)

Main address

<http://www.strath.ac.uk/>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00113

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

Additional information can be obtained from the above-mentioned address

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

PROVISION OF MARKETING AND STUDENT RECRUITMENT FOR EXECUTIVE EDUCATION

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

See main description

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79600000 - Recruitment services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKM82 - Glasgow City

Main site or place of performance

Glasgow

II.2.4) Description of the procurement

Introduction & Background

Strathclyde Executive Education and Development (SEED) is Strathclyde Business Schools specialist centre for designing, developing and delivering executive education and development. SEED work with a number of industry partners to delivery both open programmes and bespoke interventions to meet the needs of current and future leaders.

SEED's approach to executive education and development is collaborative and impactful. Within our closed programme provision we work with organisations to develop bespoke programmes to meet specific organisational needs. We spend time with organisations and through transparent collaboration develop programmes that suit organisational development goals.

Our open programmes are built on our knowledge and expertise of post graduate taught programmes which are founded in our links with industry and development and delivered in collaboration with industry by our highly experienced faculty who are leading experts in their fields. Our academics are supported by experienced practitioners and course support teams to ensure innovative deep academic knowledge and practice is shared with individuals and organisations. Our academics work in a range of industry contexts, which allows them to draw on a breadth of knowledge and share knowledge across disciplines.

In SEED, we have extensive experience in working with high profile organisations across various sectors and programmes including:

MBAs; including UK full time, international, UK executive, and specials MBAs

Generalist Management Masters

Specialist Masters

Higher level apprenticeships

Continued Executive Development and Upskilling

SME and Growth

Requirement

We require the services of a supplier to provide marketing and recruitment services for SEED for a specialist MBA and specialist MSc.

The MBA Sustainable Energy Futures is a specialist MBA programme which is delivered specifically for individuals working within the energy and utilities sectors. The MSc Health

and Care Leadership is delivered cross faculty representing the multidiscipline approach to health and care and created to respond to leadership skills required within the NHS, private health care, and social care.

Both programmes have been co-created with industry and whilst delivered by our expert faculty, have a practitioner focus with experts from the relevant sectors inputting into the programmes. Elements of both programmes may be eligible for apprenticeship levy funding. As such, whilst the University of Strathclyde is based in Scotland, the supplier should be able to engage with a UK wide, and potential international, workforce.

All of SEEDs programmes are for individuals who are currently in work and are in leadership or management positions. There is a preferred approach of business to business connections, with the supplier working directly with employers Learning and Development teams. However, approaches to working directly with employees within the relevant sector may also be considered.

The marketing and recruitment services provided by the supplier will build on the brands of the University of Strathclyde, Strathclyde Business School and SEED. All marketing activity will be undertaken within the brand guidelines set out by the University and in agreement with relevant marketing teams.

The contract focuses on two key streams:

Marketing of SEED and relevant programmes as set out in the contract

Conversion of potential suitable applicants to registration stage

Tender responses will be required to focus on how the supplier will approach marketing and student recruitment activity, with a particular focus on how they will ensure that they will market the offering, follow industry leads through a B2B approach, conversion of leads and ensuring the best possible applicants for the programmes.

If your organisation would like to note our interesting being involved in the forthcoming tender please respond to this PIN notice accordingly.

II.3) Estimated date of publication of contract notice

1 February 2024

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

Interested bidders are requested to note their interest in this project by 11th January 2023

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=753745.

(SC Ref:753745)