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Planning

## **Provision of Online Learning**

Swansea University

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-040538

Procurement identifier (OCID): ocids-h6vhtk-04c895

Published 17 December 2024, 9:40am

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

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

Swansea University

Procurement Office, Swansea University, Singleton Park

Swansea

SA2 8PP

#### **Contact**

James Thomas

#### **Email**

[procurement@swansea.ac.uk](mailto:procurement@swansea.ac.uk)

#### **Telephone**

+44 1792602779

#### **Country**

United Kingdom

**NUTS code**

UKL18 - Swansea

**Internet address(es)**

Main address

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

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0345](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0345)

**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

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## **Section II: Object**

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

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

Provision of Online Learning

Reference number

SU76(25)

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

- 72212480 - Sales, marketing and business intelligence software development services

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

Services

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

Swansea University will launch Swansea University Online in September 2025. An ambitious programme of online learning will enhance and diversify the university's educational portfolio and ensure that it remains relevant and attractive to the needs of all learners. Swansea University Online will combine the university's existing expertise in educational innovation with external commercial partnership to develop high-quality online programmes and courses at scale and at pace. The intention is to deliver three new postgraduate taught programmes for both the UK and international markets during 2025/2026, recruiting 150 students by January 2026.

Providers are invited to respond to all or part of the channels outlined in the scope. Each channel will be considered individually.

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

This contract is divided into lots: No

### **II.2) Description**

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

- 72212480 - Sales, marketing and business intelligence software development services
- 39162110 - Teaching supplies

- 79600000 - Recruitment services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services

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

NUTS codes

- UKL17 - Bridgend and Neath Port Talbot
- UKL18 - Swansea

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

Swansea University will launch Swansea University Online in September 2025. An ambitious programme of online learning will enhance and diversify the university's educational portfolio and ensure that it remains relevant and attractive to the needs of all learners. Swansea University Online will combine the university's existing expertise in educational innovation with external commercial partnership to develop high-quality online programmes and courses at scale and at pace. The intention is to deliver three new postgraduate taught programmes for both the UK and international markets during 2025/2026, recruiting 150 students by January 2026.

Purpose of this Request for Information

1) To identify potential commercial providers to partner with Swansea University to develop:

- a marketing position on the intended programme portfolio.
- establish a recruitment pipeline to deliver desired student numbers for admission onto online-only programmes
- collaborate with university colleagues to design and develop online learning for delivery utilising Canvas, the university's learning platform, and its existing digital learning ecosystem.
- To establish a working partnership that would enable the development of internal capability and capacity for Online Learning within these key areas.

- Organisational values

#### Objective of the Request for Information

- Consider the types of commercial partnerships available to support the identified services required to establish Swansea University Online at pace and at scale.
- Understand available solutions from providers, indicative time scales and costs for providing solutions.
- Measure commercial options regarding revenue generation and potential revenue share.
- Assess the quality of available solutions regarding the assurance of an excellent student experience.
- Gauge the robustness of available solution

#### **II.2.14) Additional information**

Further information is available from:

Etender Wales, itt\_114722 - SU76(25) Provision of Online Learning -Request for Information

#### **II.3) Estimated date of publication of contract notice**

18 December 2024

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## **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

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## **Section VI. Complementary information**

### **VI.3) Additional information**

Further information is available via etender wales:

itt\_114722 - SU76(25) Provision of Online Learning -Request for Information

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

[https://www.sell2wales.gov.wales/Search/Search\\_Switch.aspx?ID=146817](https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=146817).

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