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Planning

SMS Service

Bournemouth University

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-055962

Procurement identifier (OCID): ocds-h6vhtk-0598e8

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Scope

Reference

IT/OS/461

Description

Bournemouth University (“BU” or the “University”) has a requirement to replace its existing SMS solution which has reached end of life.

SMS messages are used as part of a multi-channel communication approach to engage with students. Approximately 35,000 messages are sent each year. Scenarios where SMS communication is used include the following:

- Automated messages to notify of timetable changes and cancellations
- Applicant interview details
- Appointment notifications and reminders

- Wellbeing and engagement contact
- Sports centre information and promotions
- Urgent alerts to university first-aiders

The replacement SMS service may include, but is not limited to, the features listed below:

Core Functionality

- Ability to convert email into SMS messages.
- Extract subject/body and trim to SMS character limits.
- Deliver to UK and international mobile phone numbers.
- Ability to create custom message templates.
- Replies matched to the originating outbound message and delivered to sender.
- Ability to prioritise messages and specifically send high-priority alerts.

Message Routing and Delivery

- Retry failed messages and report failures.
- Ability to schedule or delay delivery based on recipient time zone.
- Ability to schedule messages on an ad-hoc or recurring basis.

Logging and Reporting

- Maintain logs of all messages sent and received.
- Ability to view message stats, delivery success rates and errors.

Compliance and Security

- Potential to encrypt messages.
- Provide means for recipients to opt out of SMS communications.
- Ability to define retention periods for message history.

Integration

- Potential ability to integrate with other systems (e.g. case management, CRM).

Administration and Support

- Seamless access (preferably via Single Sign On) to system for message sending, receiving, managing users and viewing logs/reports.
- Notification of failed messages and gateway issues.
- Option to establish message quotas with notification when close to quota threshold.
- Defined service-level agreement for support.

Total value (estimated)

- £80,000 excluding VAT
- £100,000 including VAT

Contract dates (estimated)

- 1 March 2026 to 28 February 2029
- Possible extension to 28 February 2031
- 5 years

Main procurement category

Services

CPV classifications

- 48000000 - Software package and information systems
- 48510000 - Communication software package
- 64216000 - Electronic message and information services
- 72250000 - System and support services

Contract locations

- UKK24 - Bournemouth, Christchurch and Poole
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Engagement

Engagement deadline

25 September 2025

Engagement process description

The purpose of this PME is to gather industry expertise and feedback that will inform the development of our final project and procurement requirements.

Objectives:

- Gain a better understanding of suppliers' capabilities, experiences, and innovations.
- Identify potential challenges and solutions relevant to the upcoming procurement project.
- Inform suppliers about the project's scope, objectives, and key requirements.

BU are intending on holding virtual meetings / demonstration sessions with interested suppliers via Microsoft Teams on the week commencing 20 October 2025.

If you wish to be considered for a virtual meeting / demonstration session with BU's project team, please contact procurement@bournemouth.ac.uk to register your interest with the subject heading "IT/OS/461 – SMS Service".

Once suppliers have expressed their interest we will provide further information on the requirements with a Questionnaire for completion. BU will then shortlist suppliers for the virtual meetings / demonstration sessions based on the answers provided in the Questionnaires.

Please note that while we aim to engage with a broad range of suppliers, it may not be possible to invite all interested parties to a meeting. Participation in this exercise is voluntary, and there is no obligation for BU to meet with every supplier who expresses an interest and submits a completed Questionnaire.

This PME is not a request for quotation. BU's current intention is to conduct an openly advertised tender process at a later stage.

There is no obligation for suppliers to respond to this PME. Supplier responses (or lack thereof) to this exercise will not be used to determine which suppliers will be carried forward to tender process or in any subsequent evaluation of supplier proposals.

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

28 November 2025

Contracting authority

Bournemouth University

- Public Procurement Organisation Number: PVRV-5141-LLTP

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Region: UKK24 - Bournemouth, Christchurch and Poole

Organisation type: Public authority - sub-central government