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Tender

Digital Marketing Services

UNIVERSITY OF KEELE

F02: Contract notice

Notice identifier: 2021/S 000-000835

Procurement identifier (OCID): ocds-h6vhtk-028a99

Published 15 January 2021, 10:40am

Section I: Contracting authority

I.1) Name and addresses

UNIVERSITY OF KEELE

Keele Campus

NEWCASTLE

ST55BG

Contact

Linda Sutton

Email

l.sutton@keele.ac.uk

Telephone

+44 7812734327

Country

United Kingdom

NUTS code

UKG3 - West Midlands

Internet address(es)

Main address

www.keele.ac.uk

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/universityofkeele>

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/universityofkeele>

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

Digital Marketing Services

Reference number

KU/288/LS/CD/2020

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Keele University wishes to appoint an agency that has Higher Education experience in home and international markets and can demonstrate that it understands the student journey, the application funnel and the conversion activities required to meet challenging targets. It is important that this agency can provide sector insights and demonstrate an understanding of what is innovative in the marketplace and across other complex sectors.

II.1.5) Estimated total value

Value excluding VAT: £1,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG - WEST MIDLANDS (ENGLAND)

Main site or place of performance

Keele University

Keele

Staffordshire

ST5 5BG

II.2.4) Description of the procurement

The University wishes to understand potential approaches to delivering Campaign Consultancy to support and implement the campaigns, in order to meet institutional strategic objectives.

The will design, development and deliver, optimise and evaluate an integrated institutional marketing and recruitment campaign initially for 2022/23 entry then continuing for 2023/24 entry etc. as the years progress.

Campaigns will be required to generate leads, applicants and enrolled students across Home and International markets for all course levels.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £1,000,000

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

Start date

1 August 2021

This contract is subject to renewal

Yes

Description of renewals

Expires initially on 30th September 2022 with options to extend for a further three thirteen months period

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

As per tender documentation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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

17 February 2021

Local time

12:00pm

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

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

London

Country

United Kingdom