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Tender

## **Prospective Student Engagement and Conversion**

UNIVERSITY OF KEELE

F02: Contract notice

Notice identifier: 2021/S 000-000853

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

Published 15 January 2021, 11:54am

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

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

UNIVERSITY OF KEELE

Keele Campus

NEWCASTLE

ST55BG

#### **Contact**

Lorraine Edwards

#### **Email**

[l.j.edwards@keele.ac.uk](mailto:l.j.edwards@keele.ac.uk)

#### **Telephone**

+44 7812734327

#### **Country**

United Kingdom

**NUTS code**

UKG - WEST MIDLANDS (ENGLAND)

**Internet address(es)**

Main address

<https://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

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## **Section II: Object**

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

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

Prospective Student Engagement and Conversion

Reference number

KU/289/LJE/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 a supplier 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 student recruitment targets across Foundation, UG and PGT levels for Home and international markets. The supplier should be able to provide sector insights and demonstrate an understanding of what is innovative in the marketplace and how it has transformed student engagement for Higher Education clients.

#### **II.1.5) Estimated total value**

Value excluding VAT: £1,500,000

#### **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)

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

Keele University is seeking to appoint a supplier for the provision of high quality and transparent prospective student engagement services.

It is also important that the appointed agency can demonstrate that it can continuously evaluate the performance of campaigns and support the University to achieve challenging student recruitment targets.

The University wishes to understand potential approaches to supporting the following digital marketing campaigns:

FY and UG 2022 - Home and International markets

- Apply to Keele for 2022/23 entry
- Course specific advertising as requested
- Brand level campaigns to raise awareness of Keele University and drive recruitment
- Recruitment for 2023/24 entry
- Conversion Phase - April to June 2022
- Clearing Phase - July to September 2022

PGT 2022

- Apply to Keele for 2022/23 entry
- Course specific advertising as requested
- Brand level campaigns to raise awareness of Keele University and drive recruitment
- Recruitment for 2023
- Conversion Phase - April to September 2022
- Recruitment "It's not too late to apply" 2022

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

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

## **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

The contract will run for an initial period of thirteen months from 1st August 2021 to 30th September 2022 with options to extend for a further three thirteen months period, reviewed annually, with a final end date of 30th September 2025.

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

Variants will be accepted: No

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

Options: No

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# **Section III. Legal, economic, financial and technical information**

## **III.1) Conditions for participation**

### **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

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## **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

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## **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