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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

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

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

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

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