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Not applicable

## **Prospective Student Engagement and Conversion**

UNIVERSITY OF KEELE

F14: Notice for changes or additional information

Notice identifier: 2021/S 000-000972

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

Published 18 January 2021, 2:35pm

### **Section I: Contracting authority/entity**

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

UNIVERSITY OF KEELE

Keele Campus

NEWCASTLE

ST55BG

#### **Contact**

Lorraine Edwards

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#### **Country**

United Kingdom

**NUTS code**

UKG - WEST MIDLANDS (ENGLAND)

**Internet address(es)**

Main address

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

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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.

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## Section VI. Complementary information

### VI.6) Original notice reference

Notice number: [2021/S 000-000853](#)

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## Section VII. Changes

### VII.1.2) Text to be corrected in the original notice

Section number

II.2.7

Place of text to be modified

Start Date and Description of renewals

Instead of

Text

1 August 2021

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.

Read

Text

1 October 2021

The contract will run for an initial period of twelve months from 1st October 2021 to 30th  
September 2022 with options to extend for a further two twelve-month periods, reviewed  
annually, with a final end date of 30th September 2024 if extensions are agreed.