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Tender

Prospective Student Engagement and Conversion Service for Keele University

The University of Keele

F02: Contract notice

Notice identifier: 2025/S 000-006327

Procurement identifier (OCID): ocids-h6vhtk-04e544

Published 20 February 2025, 3:28pm

Section I: Contracting authority

I.1) Name and addresses

The University of Keele

Procurement Office, Directorate of Finance, Innovation Centre 1, Keele University
Science and Innovation Park

Keele, Staffordshire

ST5 5NB

Contact

Darren Pearce

Email

d.pearce@keele.ac.uk

Telephone

+44 1782734124

Country

United Kingdom

Region code

UKG24 - Staffordshire CC

Companies House

Company number RC000655

Internet address(es)

Main address

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

Buyer's address

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

I.3) Communication

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

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

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.aspx/Home>

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 Service for Keele University

Reference number

KU/697/DP/SM/2025

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Tenders are invited from interested parties for the Contract for the provision of a Prospective Student Engagement and Conversion Service for Keele University in accordance with the Tender Specification in Section 2 of the Invitation to Tender (ITT).

The services required are fully described in the Tender Specification.

All Tenderers are required to submit a compliant tender response in accordance with the tender requirements as set out in the Tender Specification.

All tender responses will be subject to the Tender Evaluation Methodology as set out in the ITT.

II.1.5) Estimated total value

Value excluding VAT: £1,900,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG24 - Staffordshire CC

II.2.4) Description of the procurement

Main reasons for the decision not to sub-divide the contract into lots: Given the need for one Service Provider to co-ordinate the delivery of all of the services required, the contract has not been divided into lots.

The contract will run for an initial period of twenty-seven months from 1st July 2025 to 30th September 2027 with options to extend for a further two twelve-month periods, reviewed annually, with a final end date of 30th September 2029. The decision of whether to take up the extension options will be down to the absolute discretion of the University.

The estimated total value of the contract over its duration (including the extension options if these are taken up) is £1.9 million excluding VAT.

II.2.5) Award criteria

Quality criterion - Name: Proposed Management Structure and Key Personnel for the Contract for the provision of a Prospective Student Engagement and Conversion Service for Keele University / Weighting: 200 marks

Quality criterion - Name: Approach and Methodology for the delivery of the Contract for the provision of a Prospective Student Engagement and Conversion Service for Keele University / Weighting: 300 marks

Quality criterion - Name: Conversion Rates and Return on Investment under the Contract for the provision of a Prospective Student Engagement and Conversion Service for Keele University / Weighting: 200 marks

Price - Weighting: 300 marks

II.2.6) Estimated value

Value excluding VAT: £1,900,000

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

Start date

1 July 2025

End date

30 September 2027

This contract is subject to renewal

Yes

Description of renewals

Options to extend for a further two twelve-month periods, reviewed annually, with a final end date of 30th September 2029.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

Options to extend for a further two twelve-month periods, reviewed annually, with a final end date of 30th September 2029.

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

Open 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

31 March 2025

Local time

12:00pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 4 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

1 April 2025

Local time

12:00pm

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

Royal Courts of Justice, Strand

London

WCA2 2LL

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

The University of Keele

Procurement Office, Directorate of Finance, Innovation Centre 1, Keele University
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ST5 5NB

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d.pearce@keele.ac.uk

Telephone

+44 1782734124

Country

United Kingdom

Internet address

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

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

Any review proceedings should be promptly brought to the attention of the Chief Financial Officer of the University at the address provided above and will be dealt with in accordance

with the requirements of the Public Contracts Regulations 2015 ('PCRs 2015').

Any review proceedings must be brought within the timescales specified by the applicable law, including, without limitation, the PCRs 2015.

In accordance with the PCRs 2015, the University will incorporate a minimum 10-calendar day standstill period from the date

information on the award of the contract is communicated to tenderers.

VI.4.4) Service from which information about the review procedure may be obtained

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