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Contract

## **Prospective Student Engagement and Conversion**

UNIVERSITY OF KEELE

F03: Contract award notice

Notice identifier: 2021/S 000-010716

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

Published 14 May 2021, 3:42pm

### **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 1782733255

#### **Country**

United Kingdom

**NUTS code**

UKG - West Midlands (England)

**Internet address(es)**

Main address

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

Buyer's address

<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

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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.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £792,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

#### **II.2.3) Place of performance**

NUTS codes

- UKG - West Midlands (England)

Main site or place of performance

Keele University Keele Staffordshire

#### **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**

Quality criterion - Name: 1. Proposed Management Structure, Responsibilities and Skills / Weighting: 30

Quality criterion - Name: 2. Explain how the Prospective Student Engagement agency can meet all of the Prospective Student Engagement and Conversion services requirements of the brief as outlined in Table C? / Weighting: 60

Quality criterion - Name: 1. Please explain how you would significantly improve rates of conversion from enquiry to application to enrolled student, within the University, resulting in an improved return on investment, better conversion rate and increase in student recruitment numbers? / Weighting: 50

Quality criterion - Name: Quality total of / Weighting: 700 marks

Price - Weighting: 300 marks

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

Options: Yes

Description of options

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.

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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.2.1) Previous publication concerning this procedure**

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

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## **Section V. Award of contract**

### **Title**

Prospective Student Engagement and Conversion

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

27 April 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 2

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

UniQuest Ltd

Kent

Country

United Kingdom

NUTS code

- UKJ - South East (England)

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £792,000

Total value of the contract/lot: £792,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court of England and Wales

Royal Courts of Justice

Strand London

WCA2 2LL

Telephone

+44 2079477882

Country

United Kingdom