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Tender

## Copywriting Support for Course Pages

University of Kent

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-011976

Procurement identifier (OCID): ocds-h6vhtk-04fa92 ([view related notices](#))

Published 31 March 2025, 12:05pm

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## Scope

## Reference

JE24\_007

## Description

The University of Kent is seeking a supplier to produce engaging and conversion-focused copy for key undergraduate and postgraduate course pages for the University of Kent website. The University is looking for a specialist provider with experience writing course page copy for higher education. The supplier must understand how to take academic course information and translate this into clear and succinct content for key target audiences that make the University of Kent course offer stand out from its competitors. The University is currently undergoing a Website Transformation Project where new course page templates will be developed based on past analysis and best practice. The copy will need to fit into these new templates.

### **Total value (estimated)**

- £60,000 excluding VAT
- £72,000 including VAT

Below the relevant threshold

### **Contract dates (estimated)**

- 1 May 2025 to 21 June 2025
- 1 month, 21 days

### **Main procurement category**

Services

### **CPV classifications**

- 92312211 - Writing agency services

### **Contract locations**

- UKJ44 - East Kent
- UKJ41 - Medway

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## **Participation**

**This procurement is reserved for**

Suppliers from Kent

### **Particular suitability**

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

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## **Submission**

### **Enquiry deadline**

7 April 2025, 12:00pm

### **Tender submission deadline**

11 April 2025, 9:00am

### **Submission address and any special instructions**

[https://uk.eu-supply.com/app/rfq/rwentrance\\_s.asp?PID=92153&B=](https://uk.eu-supply.com/app/rfq/rwentrance_s.asp?PID=92153&B=)

### **Tenders may be submitted electronically**

Yes

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## Award criteria

Name	Description	Type	Weighting
Technical	Participants must submit a single response to each of the questions listed in the Technical Questionnaire document enclosed at Schedule 8. For each question, only the information you provide within that specific single question will be considered in evaluating your answer to that particular question. Any documentation uploaded elsewhere, or information not detailed within that single question response document, will not be considered in the evaluation of that question.	Quality	65%

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Name	Description	Type	Weighting
Commercial	<p>Participants must complete the pricing pro-forma enclosed at Schedule 6. The price will be evaluated as follows. Each Participant's total cost will be compared against the lowest cost submitted. This allows the Authority to calculate the percentage of marks to be awarded and this percentage is then applied to the total number of marks available for pricing (35%). Each response will be compared to the lowest total price or percentage as indicated in the following formula:</p> $\text{Score} = \left[ \frac{\text{Lowest Price in } \pounds}{\text{Participant's Price in } \pounds} \times \text{price weighting} \right]$ <p>Results will be rounded to 2 decimal places.</p>	Cost	35%

## Procedure

### Procedure type

Below threshold - open competition

## Contracting authority

### University of Kent

- Public Procurement Organisation Number: PDYN-9654-JPQJ

The Registry

Canterbury, Kent

CT2 7NZ

United Kingdom

Contact name: Claire Baxter

Telephone: +44 7892719788

Email: [c.baxter@kent.ac.uk](mailto:c.baxter@kent.ac.uk)

Website: <https://www.kent.ac.uk/finance/procurement.html>

Region: UKJ44 - East Kent

Organisation type: Public authority - sub-central government