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Contract

## Copywriting Support for Course Pages

University of Kent

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-019878

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

Published 8 May 2025, 5:11pm

## 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.

## **Contract 1. Website Copywriting Project**

### **Supplier**

- [Utterly Content Ltd t/a Pickle Jar Communications](#)

### **Contract value**

- £52,500 excluding VAT
- £63,000 including VAT

Below the relevant threshold

### **Date signed**

6 May 2025

### **Contract dates**

- 7 May 2025 to 21 June 2025
- 1 month, 15 days

## **Main procurement category**

Services

## **CPV classifications**

- 92312211 - Writing agency services

## **Contract locations**

- UKJ41 - Medway
- UKJ44 - East Kent
- UKJ4 - Kent

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## **Supplier**

**Utterly Content Ltd t/a Pickle Jar Communications**

- Public Procurement Organisation Number: PQZQ-4261-JPLV

Office 7, 35-37 Ludgate Hill

London

EC4M 7JN

United Kingdom

Contact name: Tracy Playle

Email: [tracy@picklejarcommunications.com](mailto:tracy@picklejarcommunications.com)

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Website Copywriting Project

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## **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