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Contract

Prospective Student Engagement and Conversion Service for Keele University

The University of Keele

F03: Contract award notice

Notice identifier: 2025/S 000-083400

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

Published 16 December 2025, 1:58pm

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.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.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £1,374,890.34

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 subdivided 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.2.11) 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 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.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-006327](#)

Section V. Award of contract

Title

Prospective Student Engagement and Conversion Service for Keele University

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 September 2025

V.2.2) Information about tenders

Number of tenders received: 3

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

V.2.3) Name and address of the contractor

QS Quacquarelli Symonds Limited

1 Tranley Mews, Fleet Road,

London

NW3 2DG

Country

United Kingdom

NUTS code

- UKI - London

Companies House

Company number 02563879

Internet address

www.qs.com

The contractor is an SME

No

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

Total value of the contract/lot: £1,374,890.34

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

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
Science and Innovation Park,

Keele, Staffordshire,

ST5 5NB

Email

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

The University of Keele

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