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Contract

(NU/1589-1) Digital PR for NICA (National Innovation Centre for Ageing)

Newcastle University

F03: Contract award notice

Notice identifier: 2021/S 000-000463

Procurement identifier (OCID): ocids-h6vhtk-028923

Published 11 January 2021, 11:22am

Section I: Contracting authority

I.1) Name and addresses

Newcastle University

Newcastle University, Procurement Services, Kingsgate

Newcastle

NE1 7RU

Contact

Mrs Natalie Morton

Email

natalie.morton@ncl.ac.uk

Telephone

+44 1912086396

Country

United Kingdom

NUTS code

UK - UNITED KINGDOM

Internet address(es)

Main address

www.ncl.ac.uk

Buyer's address

www.ncl.ac.uk

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

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

(NU/1589-1) Digital PR for NICA (National Innovation Centre for Ageing)

Reference number

DN510829

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

NICA has recently rebuilt their website to gain independence from Newcastle University and ensure their digital presence better aligns with what they represent. This website will be going in October 2020. The next step for NICA is to start building a 'footprint' in the North East. Specifically, NICA wants to increase their PR efforts. There are two main requirements from press: local/national exposure and international exposure.

NICA require a PR agency with strong local connections. The agency will be supplied with plenty of assets to work from, including branded materials and internal support. The agency will be required to gain regional and national exposure for NICA, showcasing events, expansions, new innovations and more.

Applicants responding must be able to demonstrate:

- A network of regional contacts
- Evidence of working within the research sector
- Evidence of existing clients' exposure featured in regional and national publications
- Examples of reporting methods, including KPIs

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £25,000

II.2) Description

II.2.1) Title

Programmatic Advertising Management, Media Buying, Public Relations

Lot No

3

II.2.2) Additional CPV code(s)

- 72000000 - IT services: consulting, software development, Internet and support

II.2.3) Place of performance

NUTS codes

- UKC - NORTH EAST (ENGLAND)

II.2.4) Description of the procurement

Newcastle University invites bids to join a Dynamic Purchasing System it is establishing for the supply of a range of marketing services.

The Newcastle University Marketing Department is a comprehensive, world-class marketing team dedicated to serving our partners, academics and students. This DPS will also be used for marketing across the entire University and is not limited to the central team.

Our vision for marketing at Newcastle encompasses the following:

- embracing a 'digital first' approach;
- encouraging our team through personal growth;
- engaging with our clients and audiences;
- delivering an exceptional marketing strategy.

There will be six lots on this DPS:

- 1) web services, SEO and digital content;
- 2) graphic design and print, branding, copywriting;
- 3) programmatic advertising management, media buying, public relations;
- 4) social media, paid search and paid social;
- 5) international;
- 6) platforms.

This opportunity was sent to suppliers on Lot 3 of the DPS (NU1589).

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the setting up of a dynamic purchasing system

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: [2020/S 129-318079](#)

Section V. Award of contract

Contract No

NU1589-1

Lot No

3

Title

(NU/1589-1) Digital PR for NICA (National Innovation Centre for Ageing)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

6 January 2021

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

NewcastleGateshead Initiative

Tyne and Wear

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £25,000

Total value of the contract/lot: £26,400

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Newcastle University

Tyne and Wear

NE1 7RU

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Newcastle University

Tyne and Wear

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

The University will incorporate a standstill period at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into.

The Public Contracts Regulations 2015 (SI 2015 No 102) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland) within 30 days of knowledge or constructive knowledge of breach.