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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](mailto: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](http://www.ncl.ac.uk)

Buyer's address

[www.ncl.ac.uk](http://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

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## **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

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## **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](#)

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## **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

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## **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.