

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/000922-2023>

Contract

(NU/1589 – 76) Accommodation Website Development

Newcastle University

F03: Contract award notice

Notice identifier: 2023/S 000-000922

Procurement identifier (OCID): ocids-h6vhtk-0396d0

Published 12 January 2023, 10:37am

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

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.ncl.ac.uk>

Buyer's address

<https://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 – 76) Accommodation Website Development

Reference number

DN628420

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

We are seeking to appoint an agency to develop a new website for our accommodation offer. The current site is over 300 pages and we are looking to reduce it by at least a third to under 100 pages.

The Accommodation site at <https://www.ncl.ac.uk/accommodation/> is primarily for undergraduate and postgraduate applicants who want to choose and book student accommodation at the University.

The site is a key part of recruitment and conversion activity and accommodation is an important part of the student experience. Secondary audiences include:

- Current students (UG and PG)
- Staff
- Visitors to the University

The objectives of the site development include:

- Developing two distinct user journeys through the site:
 - o prospective students
 - o current students living in University accommodation
- Creation of the site in the new design system and the latest version of our CMS, T4 v8.
- Reduce the size of the site, improve user journeys and incorporate improved accommodation content regarding cost and value for money.
- To develop the site in time to support the launch of the accommodation booking system in Jan 2023

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: £50,000

II.2) Description

II.2.2) Additional CPV code(s)

- 72210000 - Programming services of packaged software products
- 48480000 - Sales, marketing and business intelligence software package
- 48481000 - Sales or marketing software package
- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services
- 72212481 - Sales or marketing software development services
- 72212480 - Sales, marketing and business intelligence software development services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This is a call off on the Marketing (NU/1589) DPS Framework to Lot 1 Web Services, SEO and Digital Content.

We are seeking to appoint an agency to develop a new website for our accommodation offer. The current site is over 300 pages and we are looking to reduce it by at least a third to under 100 pages.

The Accommodation site at <https://www.ncl.ac.uk/accommodation/> is primarily for undergraduate and postgraduate applicants who want to choose and book student accommodation at the University.

The site is a key part of recruitment and conversion activity and accommodation is an important part of the student experience. Secondary audiences include:

- Current students (UG and PG)
- Staff
- Visitors to the University

The objectives of the site development include:

- Developing two distinct user journeys through the site:
 - o prospective students
 - o current students living in University accommodation
- Creation of the site in the new design system and the latest version of our CMS, T4 v8.
- Reduce the size of the site, improve user journeys and incorporate improved accommodation content regarding cost and value for money.
- To develop the site in time to support the launch of the accommodation booking system in Jan 2023

II.2.5) Award criteria

Quality criterion - Name: Able to commence work on 19 September 2022 / Weighting: Pass / Fail

Quality criterion - Name: Ability to resource the Contract / Weighting: 40%

Quality criterion - Name: Portfolio examples of similar content / Weighting: 20%

Cost criterion - Name: Service Level / 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: No

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

(NU1589-76)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 October 2022

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 non-EU Member States: 3

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

Revolution Marketing UK Ltd

Northern Design Centre

Baltic Business Quarter

NE8 3DF

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: £50,000

Total value of the contract/lot: £40,416

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

NE1 7RU

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.