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Contract

## **(NU/1589-80) Newcastle University Subject Videos**

Newcastle University

F03: Contract award notice

Notice identifier: 2023/S 000-003573

Procurement identifier (OCID): ocds-h6vhtk-03a328

Published 6 February 2023, 1:41pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Newcastle University

Newcastle University, Procurement Services, Kingsgate

Newcastle

NE1 7RU

#### **Contact**

Mrs Natalie Morton

#### **Email**

[Purchasing@ncl.ac.uk](mailto:Purchasing@ncl.ac.uk)

#### **Telephone**

+44 1912086396

#### **Country**

United Kingdom

**Region code**

UKC - North East (England)

**Internet address(es)**

Main address

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

Buyer's address

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

**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/1589-80) Newcastle University Subject Videos

Reference number

DN647690

#### 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 a supplier to produce a suite of 20-25 high quality short form videos. These videos will be used to promote various different degree subjects the target audiences in the UK and key international markets.

Alongside the main cuts, alternate edits for social channels and advertising campaigns will also be required. The supplier will work alongside internal teams to develop the video concepts, produce a production plan before completing the filming and editing work.

The videos must be produced in a style that meets the demands outlined in audience research conducted by the University in late 2022. For more information see the supplementary research presentation.

The supplier specifically is required to have the ability to provide the following services:

- 1) Produce up to 25 videos, one for each of our key degree subjects, each around 1-2 minutes long
- 2) Record up to 8 contributors and appropriate subject related b-roll of per video on location in Newcastle, with filming for the full project spread over 2 months
- 3) Source and license additional stock footage where required
- 4) Supply alternate cuts of the videos for use in different placements

- 5) Supply supplementary items for each video to facilitate distribution including:
- 6) Supply projects and raw assets for in-house use after completion

#### **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: £60,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 80000000 - Education and training services
- 80300000 - Higher education services
- 72210000 - Programming services of packaged software products
- 48480000 - Sales, marketing and business intelligence software package

#### **II.2.3) Place of performance**

NUTS codes

- UKC - North East (England)

#### **II.2.4) Description of the procurement**

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#### **II.2.5) Award criteria**

Quality criterion - Name: Ability to meet programme timeline / Weighting: Pass/fail

Quality criterion - Name: Quality: Ability to meet the Requirements / Weighting: 20%

Quality criterion - Name: Portfolio examples of similar content / Weighting: 40%

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**

NU1589-80

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

23 January 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 4

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

Number of tenders received from tenderers from non-EU Member States: 4

Number of tenders received by electronic means: 4

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

**V.2.3) Name and address of the contractor**

Kaleidoscope CFA

Newcastle upon Tyne

NE1 1EW

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

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

Total value of the contract/lot: £52,500

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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

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.