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Contract

(NU/1589-8) Strategic Corporate Policy Engagement: Driving our Research Impact on Policymaking

Newcastle University

F03: Contract award notice

Notice identifier: 2021/S 000-003900

Procurement identifier (OCID): ocds-h6vhtk-0296a4

Published 26 February 2021, 12:39pm

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

UKC - NORTH EAST (ENGLAND)

Internet address(es)

Main address

www.ncl.ac.uk

Buyer's address

<https://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/1589-8) Strategic Corporate Policy Engagement: Driving our Research Impact on Policymaking

Reference number

DN524434

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
 - AA08 - Tin

II.1.3) Type of contract

Services

II.1.4) Short description

We are seeking support to develop our high-level strategic corporate/public affairs activity over a 10-month period, from March 2021 to December 2021 in the first instance. The core objective of this activity is to position Newcastle University as the government's go-to university in the North of England for research and evidenced-based policy expertise.

Policy engagement is a key priority for Newcastle University; raising its profile amongst parliamentarians, policy-makers, think-tanks and opinion formers in order to position both the institution and our academics as leaders in research which can influence and impact government policy development in areas of critical importance for the UK. This work will promote and enhance the University's reputation as a critical contributor to the post-Covid economic, social and cultural success of the city of Newcastle upon Tyne and the wider North East region, at national as well as local level.

This public affairs activity will also track policy and legislative announcements to help position Newcastle University at the heart of the debate, and make recommendations as to how to keep MPs and Peers informed about the work of the University.

This opportunity will be advertised to Lot 3 suppliers of the Dynamic Purchasing System (NU1589).

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: £80,000

II.2) Description

II.2.1) Title

Programmatic Advertising Management, Media Buying, Public Relations

Lot No

3

II.2.2) Additional CPV code(s)

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

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.

II.2.5) Award criteria

Cost criterion - Name: Price / Weighting: 40

Cost criterion - Name: Ability to meet Requirements / Weighting: 60

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

NU1589-8

Lot No

3

Title

(NU/1589-8) Strategic Corporate Policy Engagement: Driving our Research Impact on Policymaking

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 February 2021

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

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: 2

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

V.2.3) Name and address of the contractor

WA Communications Limited

Greater London,

SW1P 1RT,

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: £80,000

Total value of the contract/lot: £64,000

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.

VI.4.4) Service from which information about the review procedure may be obtained

Newcastle University

Tyne and Wear

Country

United Kingdom