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Contract

# (NU/1589 - 9) Technical SEO for Central Marketing

**Newcastle University** 

F03: Contract award notice

Notice identifier: 2021/S 000-004938

Procurement identifier (OCID): ocds-h6vhtk-029abb

Published 11 March 2021, 12:27pm

# **Section I: Contracting authority**

# I.1) Name and addresses

**Newcastle University** 

Newcastle University, Procurement Services, Kingsgate

Newcastle

NE<sub>1</sub> 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

https://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 – 9) Technical SEO for Central Marketing

Reference number

DN522543

#### 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 long-term, technical SEO support with the <u>NCL.ac.uk</u> domain. This support will primarily focus on the resolution of three core, technical issues.

These three issues have been identified by our teams, and need to be addressed as a matter of urgency. However, it is up to the agency's discretion how these projects are prioritised and whether there are other, more pressing issues that should be resolved instead. Below are the three core issues that have been initially identified, and that have caused us to seek external support.

- 1. Multiple domains
- 2. To resolve duplicated URL issue
- 3. To migrate one subdomain

As well as the above, the university will also require:

- Ongoing technical SEO support
- Internal training
- Reporting

This opportunity will be advertised to Lot 1 (Web Services, SEO and digital content) 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: £10,000

## II.2) Description

#### II.2.1) Title

Web Services, SEO and digital content

Lot No

1

#### 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

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**

NU/1589-9

#### Lot No

1

#### **Title**

(NU/1589 – 9) Technical SEO for Central Marketing

A contract/lot is awarded: Yes

## V.2) Award of contract

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

8 March 2021

### V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

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: 6

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

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

**Andrew Charlton** 

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: £10,000

Total value of the contract/lot: £10,000

# **Section VI. Complementary information**

## VI.4) Procedures for review

VI.4.1) Review body

**Newcastle University** 

Tyne and Wear

NE<sub>1</sub> 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.

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

Newcastle University

Tyne and Wear

NE1 7RU

Country

United Kingdom