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Contract

## **(NU/1589-46) PR for Driving the Electric Revolution Industrialisation Centres**

Newcastle University

F03: Contract award notice

Notice identifier: 2022/S 000-005364

Procurement identifier (OCID): ocds-h6vhtk-031b90

Published 28 February 2022, 8:47am

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

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

Newcastle University

Newcastle University, King's Gate

Newcastle upon Tyne

NE1 7RU

#### **Email**

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

#### **Country**

United Kingdom

#### **NUTS 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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

(NU/1589-46) PR for Driving the Electric Revolution Industrialisation Centres

Reference number

DN588756

#### **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**

DER-IC require a PR agency with strong industry connections. The agency will be supplied with assets to work from, including branded materials and internal support. The agency will be required to gain regional and national exposure for DER-IC, showcasing new innovations, events, case studies, expansions and more.

Applicants responding must be able to demonstrate:

- A network of regional and industry contacts
- Evidence of working within the manufacturing and/or engineering sector
- Evidence of existing clients' exposure featured in regional and national publications
- Examples of reporting methods, including KPIs.

To raise awareness of DER-IC in the UK and more widely and build the profile of our brand with the media and through them B2B customers.

In doing so, the objectives of the campaign are:

- to support B2B engagement through the promotion of relevant case studies, new innovations, partner and business testimonials.

- to highlight research and innovation breakthroughs
- profile our experts as thought-leaders in their field.

### **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: £30,000

## **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**

DER-IC require a PR agency with strong industry connections. The agency will be supplied with assets to work from, including branded materials and internal support. The agency will be required to gain regional and national exposure for DER-IC, showcasing new innovations, events, case studies, expansions and more.

Applicants responding must be able to demonstrate:

- A network of regional and industry contacts

- Evidence of working within the manufacturing and/or engineering sector
- Evidence of existing clients' exposure featured in regional and national publications
- Examples of reporting methods, including KPIs.

To raise awareness of DER-IC in the UK and more widely and build the profile of our brand with the media and through them B2B customers.

In doing so, the objectives of the campaign are:

- to support B2B engagement through the promotion of relevant case studies, new innovations, partner and business testimonials.
- to highlight research and innovation breakthroughs
- profile our experts as thought-leaders in their field.

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

Quality criterion - Name: Experience of working in the research and/or B2B sector /  
Weighting: P/F

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.1.6) Information about electronic auction**

An electronic auction will be used

#### **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](#)

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## **Section V. Award of contract**

### **Contract No**

NU/1589 – 46

### **Lot No**

3

### **Title**

(NU/1589-46) PR for Driving the Electric Revolution Industrialisation Centres

A contract/lot is awarded: Yes

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

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

18 February 2022

**V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

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

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

O Communications

Richmond House, Old Brewery Court

Newcastle

NE2 1XG

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)**

Total value of the contract/lot: £36,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Newcastle University

Tyne and Wear

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