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Contract

(NU1589-13) Purchasing of third party website profiles on WhatUni and CompleteUniversityGuide.co.uk

Newcastle University

F03: Contract award notice

Notice identifier: 2021/S 000-006192

Procurement identifier (OCID): ocds-h6vhtk-029fa2

Published 26 March 2021, 10:51am

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

UK - United Kingdom

Internet address(es)

Main address

<https://ncl.ac.uk>

Buyer's address

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

(NU1589-13) Purchasing of third party website profiles on WhatUni and CompleteUniversityGuide.co.uk

Reference number

DN530567

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 provide paid for profile listings on third party websites owned by IDP relating to Undergraduate recruitment. The paid profiles are to increase our exposure on both WhatUni.com and CompleteUniversityGuide.co.uk. They should provide the ability to enhance our profile with rich media content, trackable calls to action and improve visibility in search results across those sites.

The supplier specifically is required to provide the following services and experience:

- 1) A premium paid for profile on the website whatuni.com
- 2) A premium paid for profile on the website completeuniversityguide.co.uk
- 3) Provide campaign attribution and KPI measurements for activity relating to the paid for profiles on each site
- 4) Provide regular insight into industry best practice, trends and future placement opportunities, for example:
 - a) Provide insight in to profile performance against competitors
 - b) Provide case study examples of other providers maximising their profiles on listing sites

- c) Suggest additional placement opportunities across the IDP portfolio to improve campaigns and increase ROI
- d) Give advance notice of new features and products available across the IDP portfolio of websites and associated third party placements
- 5) Provide a single Account Manager for the paid for profiles
- 6) Provide access to IDP demand tracker tool, based on IDP profiles, to compare subject market demand vs. Newcastle University and competitors by location.

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: £55,000

II.2) Description

II.2.1) Title

Social Media, Paid Search and Paid Social

Lot No

4

II.2.2) Additional CPV code(s)

- 72000000 - IT services: consulting, software development, Internet and support

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: Ability to meet the Requirements / Weighting: 10

Cost criterion - Name: Associated costs and fees / Weighting: 90

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

NU1589-13

Lot No

4

Title

(NU1589-13) Purchasing of third party website profiles on WhatUni and CompleteUniversityGuide.co.uk

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 March 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

IDP Connect Ltd

Greater London

SW6 3JW

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: £55,000

Total value of the contract/lot: £47,500

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.