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Contract

(NU/1589-51) Purchasing of placements on 3rd party websites

Newcastle University

F03: Contract award notice

Notice identifier: 2022/S 000-008636

Procurement identifier (OCID): ocids-h6vhtk-032857

Published 31 March 2022, 9:51am

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

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

(NU/1589-51) Purchasing of placements on 3rd party websites

Reference number

DN599771

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 help provide flexible booking of paid for placements, statistical platforms, profiles and other related services and advertising on a

range of websites detailed below.

It is expected the value of each booking request will be between £500 and £100,000 inclusive of all taxes and agency fees. It is estimated there will be between 0 and 20 requests within the contract period. The total value of the work will be between £0 - £2,000,000

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

1) The flexible placement of at cost digital advertising and paid for profiles on:

a) Whatuni.com

b) Completeuniversityguide.co.uk

c) Hotcoursesabroad.com

d) Postgraduatesearch.com

2) Provide campaign attribution and KPI measurements for activity relating to the paid activity on each site

3) Direct access to IDP Connect IQ On Demand tool

4) Direct access to IDP Connect IQ Demand Track

5) Provide regular insight into industry best practice, trends and future placement opportunities, for example:

a) Provide insight into 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

6) Provide a single Account Manager for updating and managing the placements

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £0.01 / Highest offer: £2,000,000 taken into consideration

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

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a) Provide insight into profile performance against competitors

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d) Give advance notice of new features and products available across the IDP portfolio of websites and associated third party placements

6) Provide a single Account Manager for updating and managing the placements

II.2.5) Award criteria

Quality criterion - Name: Ability to meet the Requirements / Weighting: P/F

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

Cost criterion - Name: Associated costs and fees / Weighting: 80

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.1.6) 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](#)

Section V. Award of contract

Contract No

NU/1589-51

Lot No

4

Title

(NU/1589-51) Purchasing of placements on 3rd party websites

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 March 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

IDP Connect Ltd

First Floor Bedford House, 69-79 Fulham High Street

Putney, 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)

Lowest offer: £0.01 / Highest offer: £2,000,000 taken into consideration

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.

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

Newcastle University

Tyne and Wear

NE1 7RU

Country

United Kingdom