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Contract

(NU/1589-16) Agency Support for NU Advancement Campaign Launch

Newcastle University

F03: Contract award notice

Notice identifier: 2021/S 000-009540

Procurement identifier (OCID): ocids-h6vhtk-02acb5

Published 4 May 2021, 11:31am

Section I: Contracting authority

I.1) Name and addresses

Newcastle University

Newcastle University, King's Gate

Newcastle upon Tyne

NE1 7RU

Contact

Miss Helen Gayton

Email

helen.gayton@ncl.ac.uk

Telephone

+44 1912086220

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

www.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

(NU/1589-16) Agency Support for NU Advancement Campaign Launch

Reference number

DN534460

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

Newcastle University Advancement is seeking to appoint an agency to support the development of clear visual identities for our multi-channel alumni and supporter communications and specifically the upcoming Campaign for Newcastle.

The appointed agency will have 3 main deliverables:

- To refine and articulate a visual identity for all alumni and supporter communications – covering email, social media, print, web, photography and videography.
- To develop a distinctive creative expression for the Campaign for Newcastle and a toolkit for implementation across all online and offline channels.
- To develop a multi-channel marketing plan for the Campaign for Newcastle which the Advancement team can implement.

The successful supplier must be able to commit enough resources to carry out the necessary work in the timeline specified.

1. Review and refinement of umbrella Advancement communications delivery: End of May 2021

2. Visual identity for campaign for Newcastle and associated templates: End of June 2021

3. Marketing plan delivery: End of July 2021

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: £20,000

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

Newcastle University Advancement is seeking to appoint an agency to support the development of clear visual identities for our multi-channel alumni and supporter communications and specifically the upcoming Campaign for Newcastle.

The appointed agency will have 3 main deliverables:

- To refine and articulate a visual identity for all alumni and supporter communications – covering email, social media, print, web, photography and videography.
- To develop a distinctive creative expression for the Campaign for Newcastle and a toolkit for implementation across all online and offline channels.

- To develop a multi-channel marketing plan for the Campaign for Newcastle which the Advancement team can implement.

The successful supplier must be able to commit enough resources to carry out the necessary work in the timeline specified.

1. Review and refinement of umbrella Advancement communications delivery: End of May 2021
2. Visual identity for campaign for Newcastle and associated templates: End of June 2021
3. Marketing plan delivery: End of July 2021

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: 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/1589-16

Lot No

2

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

26 April 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: 6

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

Whistlejacket London

8 Berwick Street

London

W1F 0PH

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: £15,995

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

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

