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Contract

## **(NU/1589 – 24) Content marketing strategy for CPD provision at Newcastle University**

Newcastle University

F03: Contract award notice

Notice identifier: 2021/S 000-013004

Procurement identifier (OCID): ocds-h6vhtk-02ba3d

Published 10 June 2021, 9:52am

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

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

Newcastle University

Newcastle University, King's Gate

Newcastle upon Tyne

NE1 7RU

#### **Contact**

Natalie Morton

#### **Email**

[Natalie.Morton@ncl.ac.uk](mailto:Natalie.Morton@ncl.ac.uk)

#### **Telephone**

+44 1912086396

#### **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 – 24) Content marketing strategy for CPD provision at Newcastle University

Reference number

DN544732

#### **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 undertake content marketing work for the university's Lifelong Learning, CPD and Apprenticeship provision.

Newcastle University has a strategic project to bring together Lifelong Learning (LL), Continuous Professional Development (CPD), and Degree Apprenticeships, and short courses into a single online website.

A key driver for this project is to increase income and attendance at Newcastle University from its CPD and apprenticeship courses.

The supplier specifically is required to have the ability to provide the following services:

- 1) Carry out in-depth keyphrase research to identify SEO opportunities.
- 2) Carry out an audit of existing content on the CPD webpages and compare it with the content provided about CPD by other universities or other competitors.
- 3) Create a content marketing strategy based on the audit and keyphrase research, with recommendations to take forward for the future.
- 4) Create 3-4 initial pieces of written content based on the recommended content strategy, in conjunction with the internal team who will help identify and arrange access to interviewees, focusing on impact and benefit to the learner/employer

5) Create 3-4 short 1-2 minute videos about the University's CPD provision, in line with the strategy, in conjunction with the internal team who will help identify and arrange access to interviewees, focusing on impact and benefit to the learner/employer.

#### **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: £19,365

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

Quality criterion - Name: Ability to meet programme timeline / Weighting: Pass/Fail

Quality criterion - Name: Ability to meet the requirements / Weighting: Pass/Fail

Quality criterion - Name: Quality / Weighting: 30

Quality criterion - Name: Portfolio examples of similar content / Weighting: 40

Price - Weighting: 30

#### **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: Yes

### **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/1589-24

### **Lot No**

1

A contract/lot is awarded: Yes

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

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

8 June 2021

### **V.2.2) Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 3

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

Number of tenders received by electronic means: 3

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

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

Sideshow Ltd

7th Floor, Avalon, 26-32 Oxford Road

Bournemouth

BH8 8EZ

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: £19,365

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## **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

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