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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

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

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

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](#)

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

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