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Awarded contract

## **(NU/1589-28) NICRE (National Innovation Centre for Rural Enterprise) Website and Content Development**

Newcastle University

F03: Contract award notice

Notice reference: 2021/S 000-014920

Published: 30 June 2021, 10:58am

### **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**

[helen.gayton@ncl.ac.uk](mailto:helen.gayton@ncl.ac.uk)

#### **Telephone**

+44 1912086220

**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/1589-28) NICRE (National Innovation Centre for Rural Enterprise) Website and Content Development

Reference number

DN547164

#### 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 work with NICRE to build a new website, develop interactive toolkits and create an explainer animation.

- User research and proto personas

We have carried out some market segmentation work and our three centres have a firm grasp of their audiences in their respective geographic areas in England (North East, South West and Midlands). We are keen to develop our understanding of the segments through the development of proto personas, which will provide a foundation to the website development and present opportunities for personalisation. A proposal for the approach to verify the segments with user research to create proto personas should be included as part of this tender.

- New website build

NICRE's existing website was always designed to be an embryonic site for our first few months and while it states our aims and gives an overview of our activities, it does not meet our needs as we develop and look to the future.

The development of our new website should be heavily informed by user experience, search engine optimisation and be consistent with the NICRE brand.

- Toolkit development

We are working on the development of two toolkits that will require creative treatment to turn them into interactive and downloadable online resources for our audiences. Creative outputs may include long form content, fact sheets, infographics and short videos, depending on the required outputs of the toolkit. A third toolkit is being developed independently and the resources will be made available for incorporation into the site.

- Explainer animation

We want digital content that speaks to our audiences and is usable on a variety of platforms. The animation will give an overview of NICRE, explain what we do and explore our role in fostering rural enterprise.

### **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: £50,000

## **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**

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

Quality criterion - Name: Ability to meet programme timeline / Weighting: P/F

Quality criterion - Name: Ability to meet the requirement / Weighting: 40

Quality criterion - Name: Portfolio examples of similar content / Weighting: 30

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/1589-28

### **Lot No**

1

### **Title**

(NU/1589-28) NICRE (National Innovation Centre for Rural Enterprise) Website and Content Development

A contract/lot is awarded: Yes

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

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

22 June 2021

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

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 4

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

Number of tenders received by electronic means: 4

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

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

The Works Advertising & Design

2 Scorers, Bowes Business Park

Chester-le-street

DH3 4AN

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: £33,552

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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