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Contract

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

Newcastle University

F03: Contract award notice

Notice identifier: 2021/S 000-014920

Procurement identifier (OCID): ocds-h6vhtk-02c1bb

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

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

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

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/1589-28

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

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