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Contract

(NU/1589-64) Production of a suite of promotional videos for VOICE at the UK National Innovation Centre for Ageing

Newcastle University

F03: Contract award notice

Notice identifier: 2022/S 000-017440

Procurement identifier (OCID): ocds-h6vhtk-034ac6

Published 27 June 2022, 9:52am

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

purchasing@ncl.ac.uk

Telephone

+44 1912086220

Country

United Kingdom

NUTS code

UKC - North East (England)

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/1589-64) Production of a suite of promotional videos for VOICE at the UK National Innovation Centre for Ageing

Reference number

DN613282

II.1.2) Main CPV code

- 72210000 - Programming services of packaged software products

II.1.3) Type of contract

Services

II.1.4) Short description

VOICE was established by Newcastle University to capture the vast experience and mental capital of the public. The digital platform was launched in Autumn 2016, and has revolutionised the ways in which members of the public can contribute their experience, ideas, insights and vision to benefit research and innovation, especially around ageing and demographic change.

The team are currently re-developing the VOICE digital infrastructure with a launch date for the new platform scheduled for September 2022. To ensure an impactful launch, we would like to commission a suite of promotional video content, aimed at a public audience, showcasing the work of VOICE and VOICE members.

We're keen to promote the impact our members have had on the many research and innovation projects managed through VOICE, as well as promoting the breadth of activity types members can get involved in. To do this effectively we have identified a number of case studies which would be great subjects for professional and promotional case study videos. Outputs for each case study should include;

- o A 1-2 minute promotional video

- o A series of shorter 'taster' videos for use on social media (Facebook, Twitter & Instagram)

o Re-designed, standardised, intro & outro titles and design elements throughout.

Submissions should be based on the 7 case studies and 4 thematic films.

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: £25,000

II.2) Description

II.2.2) Additional CPV code(s)

- 48480000 - Sales, marketing and business intelligence software package

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)

II.2.4) Description of the procurement

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Instagram)

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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 Requirements / Weighting: 70

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: 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/1589-64

Lot No

1

Title

(NU/1589-64) Production of a suite of promotional videos for VOICE at the UK National Innovation Centre for Ageing

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 June 2022

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

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

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

Kaleidoscope CFA

studio 22, baltic 39 High Bridge

Newcastle upon Tyne

NE1 1EW

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £22,800

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Newcastle University

Tyne and Wear

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