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Contract

## **(NU/1589-31) Purchasing of an International Demand Tracker tool**

Newcastle University

F03: Contract award notice

Notice identifier: 2021/S 000-017610

Procurement identifier (OCID): ocds-h6vhtk-02cc38

Published 26 July 2021, 10:22am

### **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 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/1589-31) Purchasing of an International Demand Tracker tool

Reference number

DN553621

#### **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**

Newcastle University are seeking to appoint an international demand tracking supplier to provide data on international searches for UK universities and subjects. The tracker will drive data driven decisions for the international office and marketing specifically around portfolio management and marketing investment in specific regions and subject areas. The tracker will need to provide the following:

1. Ability to see sub-discipline growth/decline
2. Drill down by origin country, city, study-level, subject area, sub-discipline
3. Ability to See the impact of political, economic and policy changes impact student demand in real-time
4. Better understand our major market changes, and how these are impacting prospective student demand for the UK market, and other destinations
5. Understand prospective student demand as market-changes happen
6. Ability to prepare targeted recruitment and marketing tactics with regional demand data
7. See demand for students by country / city showing regional demand shifts and trends
8. The ability to understand student demand by destination

With the option to upgrade at a later date to have the ability to monitor our competitors and analyse our competitor search traffic.

### **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: £10,000

## **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**

Newcastle University are seeking to appoint an international demand tracking supplier to provide data on international searches for UK universities and subjects. The tracker will drive data drive decisions for the international office and marketing specifically around portfolio management and marketing investment in specific regions and subject areas. The tracker will need to provide the following:

1. Ability to see sub-discipline growth/decline
2. Drill down by origin country, city, study-level, subject area, sub-discipline

3. Ability to See the impact of political, economic and policy changes impact student demand in real-time
4. Better understand our major market changes, and how these are impacting prospective student demand for the UK market, and other destinations
5. Understand prospective student demand as market-changes happen
6. Ability to prepare targeted recruitment and marketing tactics with regional demand data
7. See demand for students by country / city showing regional demand shifts and trends
8. The ability to understand student demand by destination

With the option to upgrade at a later date to have the ability to monitor our competitors and analyse our competitor search traffic.

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

Quality criterion - Name: Ability to meet the Requirements / Weighting: P/F

Quality criterion - Name: Quality / 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

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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: No

### **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/1589-31

### **Lot No**

4

### **Title**

(NU/1589-31) Purchasing of an International Demand Tracker tool

A contract/lot is awarded: Yes

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

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

16 July 2021

**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**

IDP Connect Ltd

First Floor Bedford House, 69-79 Fulham High Street

Putney

SW6 3JW

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: £10,500

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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

NE1 7RU

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