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Contract

# (NU/1589-33) Agency Support to undertake a segmentation research project for Widening Participation student groups

**Newcastle University** 

F03: Contract award notice

Notice identifier: 2021/S 000-018208

Procurement identifier (OCID): ocds-h6vhtk-02ce8e

Published 30 July 2021, 11:00am

# **Section I: Contracting authority**

# I.1) Name and addresses

**Newcastle University** 

Newcastle University, Procurement Services, Kingsgate

Newcastle

NE<sub>1</sub> 7RU

#### Contact

Mrs 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/1589-33) Agency Support to undertake a segmentation research project for Widening Participation student groups

Reference number

DN554220

#### 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 would like to commission a market research agency to undertake a segmentation project of its Widening Participation students. We would like to better understand the needs of three of these under-represented groups and how we can embed an evidence-led approach to:

- targeting
- tailored initiatives to support progression to higher education
- communications pre-entry (messages, themes and channels)
- communications post-entry (messages, themes and channels)
- support throughout their degree
- campaign messaging and adaptability per audience. Our primary campaign tagline is 'Build your new'

Our primary target groups for Widening Participation are:

- Low Participation Neighbour students (defined at POLAR 4 Quintile)

- White Working-Class Males (WWCM)
- Black, Asian and minority ethnic students (BAME)
- Mature Students
- Disabled Students
- Care Leavers

For this piece of research, we would like the successful agency to focus on:

- 1. Low Participation Neighbour students
- 2. Black, Asian and minority ethnic students (BAME)
- 3. Care Leavers (sample size is small here and we me take a partnership approach to increase the sample size)

#### 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: £29,000

## 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 invites bids to join a Dynamic Purchasing System it is establishing for

the supply of a range of marketing services.

The Newcastle University Marketing Department is a comprehensive, world-class marketing

team dedicated to serving our partners, academics and students. This DPS will also be used

for marketing across the entire University and is not limited to the central team.

Our vision for marketing at Newcastle encompasses the following:

- embracing a 'digital first' approach;
- encouraging our team through personal growth;
- engaging with our clients and audiences;
- delivering an exceptional marketing strategy.

There will be six lots on this DPS:

- 1) web services, SEO and digital content;
- 2) graphic design and print, branding, copywriting;
- 3) programmatic advertising management, media buying, public relations;
- 4) social media, paid search and paid social;

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- 5) international;
- 6) platforms

#### II.2.5) Award criteria

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

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

#### 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.1.8) 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/1589-33

#### Lot No

3

#### **Title**

(NU/1589-33) Agency Support to undertake a segmentation research project for Widening Participation student groups

A contract/lot is awarded: Yes

## V.2) Award of contract

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

26 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: 0

Number of tenders received from tenderers from non-EU Member States: 1

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

Crunch DMC Ltd

SF7 Ethos Building

Swansea

#### **SA1 8AS**

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)

Initial estimated total value of the contract/lot: £29,000

Total value of the contract/lot: £28,260

# **Section VI. Complementary information**

# VI.4) Procedures for review

VI.4.1) Review body

**Newcastle University** 

Tyne and Wear

NE<sub>1</sub> 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

NE<sub>1</sub> 7RU

Country

**United Kingdom**