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Contract

(NU/1589-32) Wellcome Trust Translational Partnership (WTTP) Website and Content Development

Newcastle University

F03: Contract award notice

Notice identifier: 2021/S 000-019874

Procurement identifier (OCID): ocds-h6vhtk-02d511

Published 16 August 2021, 10:18am

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

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/1589-32) Wellcome Trust Translational Partnership (WTTP) Website and Content Development

Reference number

DN554156

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 the WTTP (Wellcome Trust Translational Partnership) to design and build a new website, with an optimal user experience and interactive infographics to display complex information.

The development of our new website should be informed by user experience, search engine optimisation and be creatively designed to express a complex landscape in a clear format.

The supplier is required to provide the following deliverables and services:

- a) The supplier must be able to provide and demonstrate strong project management skills in delivering this website. It is being built to strict timescales and involves key stakeholders within the University. The account management should take the form of regular weekly meetings and daily updates on progress made, identifying issues as they arise and seeking to actively overcome them in collaboration with the University
- b) Use the outputs of the user research and proto personas to develop clear top tasks and user journeys for each audience
- c) Use the outputs of the user research and proto personas to identify key words for SEO
- d) Develop the website on the ncl.ac.uk website using the TerminalFour v8 template and

the existing Content Management System

- e) Develop the information architecture for the website
- f) Develop the new website using accessibility, performance and usability best practices whilst adhering to University web standards
- g) Develop and incorporate two interactive infographics to display content
- h) Provide a searchable format for sharing information related to different facilities, infrastructure and funding that can easily be maintained and added to after initial build
- i) Provide a full QA review of the site for accessibility, usability and performance optimisation before final sign-off for go-live.
- j) Provide copywriting of content to University writing for web standards to ensure consistency and use of keywords across the site
- k) Set-up tracking and analytics reports/dashboard for the ongoing performance reporting and development of the site

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)

- 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: Ability to meet the Task Description / 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: 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/1589-32

Lot No

1

Title

(NU/1589-32) Wellcome Trust Translational Partnership (WTTP) Website and Content Development

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

4 August 2021

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 2

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

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

Consider Creative

35 Charles Square

London

N1 6HT

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: £20,720

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