

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/020569-2022>

Contract

(NU/1589 – 72) Employer Brand Development – Newcastle University

Newcastle University

F03: Contract award notice

Notice identifier: 2022/S 000-020569

Procurement identifier (OCID): ocids-h6vhtk-0356c4

Published 28 July 2022, 9:58am

Section I: Contracting authority

I.1) Name and addresses

Newcastle University

Newcastle University, King's Gate

Newcastle upon Tyne

NE1 7RU

Email

purchasing@ncl.ac.uk

Telephone

+44 1912086220

Country

United Kingdom

Region 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 – 72) Employer Brand Development – Newcastle University

Reference number

DN622625

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 support the development of our Employer Brand with a focus on recruitment for professional services staff.

The creative services required will focus on three specific areas:

1. Market Research to develop our value proposition

a. Undertake research to benchmark our 'offer' regarding value proposition and terms and conditions relative to others such that we can (a) be aware of any gaps in our offer such that HR can work to fill these and (b) understand how we are distinct from other offers so that we can labour these USPs as part of the promotional activity.

2. Creative Development

a. Create some compelling new content explaining the various professional career opportunities at the University. This will include 4 x 3 minute videos communicating our value proposition.

b. Engaging with stakeholders to identify the narrative/story for each video

c. Videos will require end-to-end script writing, filming and editing

d. Supply alternate cuts of the videos for use in different placements

- i. 1:1 ratio social placement (60 second cut)
- ii. 1:1 / 16:9 / 9:16 teaser trailers (10-15 seconds)
- iii. 16:9 condensed cut (1 – 3 minutes long)
- e. Supply projects and raw assets for in-house use after completion
 - i. Be able to package up and supply all elements from a project to be worked on in-house using Adobe Creative Cloud applications
 - ii. Ensure all footage, audio, designs and other composite elements created by the supplier are available and licensed for use in-house by Newcastle University in other productions
 - iii. Provide costings for license buy-outs on stock or 3rd party elements where appropriate
- 3. The development of up to 15 web pages, including the
 - a. Review of existing pages to identify opportunities to condense pages
 - b. Writing of compelling new content driven by our core values
 - c. Stakeholder engagement

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

We are seeking to appoint a supplier to support the development of our Employer Brand with a focus on recruitment for professional services staff.

The creative services required will focus on three specific areas:

1. Market Research to develop our value proposition

a. Undertake research to benchmark our 'offer' regarding value proposition and terms and conditions relative to others such that we can (a) be aware of any gaps in our offer such that HR can work to fill these and (b) understand how we are distinct from other offers so that we can labour these USPs as part of the promotional activity.

2. Creative Development

a. Create some compelling new content explaining the various professional career opportunities at the University. This will include 4 x 3 minute videos communicating our value proposition.

b. Engaging with stakeholders to identify the narrative/story for each video

c. Videos will require end-to-end script writing, filming and editing

d. Supply alternate cuts of the videos for use in different placements

i. 1:1 ratio social placement (60 second cut)

ii. 1:1 / 16:9 / 9:16 teaser trailers (10-15 seconds)

iii. 16:9 condensed cut (1 – 3 minutes long)

e. Supply projects and raw assets for in-house use after completion

- i. Be able to package up and supply all elements from a project to be worked on in-house using Adobe Creative Cloud applications
 - ii. Ensure all footage, audio, designs and other composite elements created by the supplier are available and licensed for use in-house by Newcastle University in other productions
 - iii. Provide costings for license buy-outs on stock or 3rd party elements where appropriate
3. The development of up to 15 web pages, including the
- a. Review of existing pages to identify opportunities to condense pages
 - b. Writing of compelling new content driven by our core values
 - c. Stakeholder engagement

II.2.5) Award criteria

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

Quality criterion - Name: Quality: Ability to meet the Requirements / Weighting: 30

Quality criterion - Name: Portfolio examples of similar content / Weighting: 30

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.1.6) 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/1589-72

Lot No

1

Title

(NU/1589 – 72) Employer Brand Development – Newcastle University

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 July 2022

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

INSPIRED

The Victoria Building Heaton Park View

Newcastle Upon Tyne

NE6 5BF

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: £29,270.40

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