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Contract

## **(NU/1589 – 68) Postgraduate and Undergraduate Tracking and Insight Products**

Newcastle University

F03: Contract award notice

Notice identifier: 2022/S 000-020764

Procurement identifier (OCID): ocids-h6vhtk-03574f

Published 29 July 2022, 11:04am

### **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](mailto:purchasing@ncl.ac.uk)

#### **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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

(NU/1589 – 68) Postgraduate and Undergraduate Tracking and Insight Products

Reference number

DN622153

#### **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 provide continuous tracking data on HE applicant needs, intentions, motivations, and decisions across both the undergraduate and

postgraduate markets.

The supplier specifically is required to provide the following products and services:

#### Products

- 1) Access to Undergraduate Applicant key trends, tracking their changing needs, intentions, motivations, and decisions based on annual data collection from 2006 to the present, including:
  - a) Exploration of key decision-making factors
  - b) Benchmarking of all individual UK HEI's performance
  - c) Benchmarking of key trends based on subject choice
  - d) Filtering at demographic, institutional, academic, attitudinal, and user segmentation levels
  - e) Qualitative and emotional drivers – fully explorable verbatim comments to highlight key research areas
- 2) Access to Postgraduate Applicant key trends, tracking their changing needs, intentions, motivations, and decisions based on annual data collection from 2013 to the present, including:
  - a) Exploration of key decision-making factors
  - b) Benchmarking of all individual UK HEI's performance
  - c) Benchmarking of key trends based on subject choice
  - d) Filtering at demographic, institutional, academic, attitudinal and user segmentation levels
  - e) Qualitative and emotional drivers – fully explorable verbatim comments to highlight key research areas

#### Services

- 1) Direct access to a suite of dashboards to fully explore the data at a granular level across these 2 key market areas: Undergraduate, Postgraduate
- 2) Annual workshops to deep dive on key analysis areas with the suppliers' senior

researchers, access to periodic expert trends and insight reports based on the latest data from the tracking suite and opportunities to form student/applicant panels for exploration of key themes.

3) Access to a research panel of 150,000 highly profiled 16-30s, who are available for online surveys, trackers, polling, audience measurement, benchmark studies and other research projects.

4) Provide a single Account Manager for updating and managing the products.

#### **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: £15,500

### **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 provide continuous tracking data on HE applicant needs, intentions, motivations, and decisions across both the undergraduate and postgraduate markets.

The supplier specifically is required to provide the following products and services:

### Products

- 1) Access to Undergraduate Applicant key trends, tracking their changing needs, intentions, motivations, and decisions based on annual data collection from 2006 to the present, including:
  - a) Exploration of key decision-making factors
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  - c) Benchmarking of key trends based on subject choice
  - d) Filtering at demographic, institutional, academic, attitudinal, and user segmentation levels
  - e) Qualitative and emotional drivers – fully explorable verbatim comments to highlight key research areas
- 2) Access to Postgraduate Applicant key trends, tracking their changing needs, intentions, motivations, and decisions based on annual data collection from 2013 to the present, including:
  - a) Exploration of key decision-making factors
  - b) Benchmarking of all individual UK HEI's performance
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### Services

- 1) Direct access to a suite of dashboards to fully explore the data at a granular level across these 2 key market areas: Undergraduate, Postgraduate
- 2) Annual workshops to deep dive on key analysis areas with the suppliers' senior researchers, access to periodic expert trends and insight reports based on the latest data from the tracking suite and opportunities to form student/applicant panels for exploration

of key themes.

3) Access to a research panel of 150,000 highly profiled 16-30s, who are available for online surveys, trackers, polling, audience measurement, benchmark studies and other research projects.

4) Provide a single Account Manager for updating and managing the products.

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

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

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

Cost criterion - Name: Associated costs and fees / Weighting: 25

#### **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/1589-16

### **Lot No**

3

### **Title**

(NU/1589 – 68) Postgraduate and Undergraduate Tracking and Insight Products

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: 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**

YouthSight

6th Floor Crystal Gate 28/30 Worship Street

London

EC2A 2AH

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: £12,750



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## **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