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Contract

(NU/1589 – 71) Strategic Narrative – Creative & Content Development

Newcastle University

F03: Contract award notice

Notice identifier: 2022/S 000-020848

Procurement identifier (OCID): ocds-h6vhtk-03578c

Published 29 July 2022, 3:32pm

Section I: Contracting authority

I.1) Name and addresses

Newcastle University

Newcastle University, King's Gate

Newcastle upon Tyne

NE1 7RU

Contact

Miss Helen Gayton

Email

helen.gayton@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 – 71) Strategic Narrative – Creative & Content Development

Reference number

DN622275

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 strategic narrative with a focus on communicating our five thematic strengths.

Our vision is to be a world-leading university, advancing knowledge, providing creative solutions and solving global problems. We're world class at many things, but particularly recognised for our expertise in these areas:

1. Ageing and Health
2. Cities and Place
3. Culture and Creative Arts
4. One Planet
5. Data

The creative services required will focus on two specific areas:

1. Developing the headline value proposition statements for each strength

2. Develop 1 x 3-minute video for each strength communicating the value proposition through a compelling narrative (Total of 5 videos)

a. Engaging with stakeholders to identify the narrative/story for each research strength

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

c. 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)

d. 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.

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: £40,000

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

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Our vision is to be a world-leading university, advancing knowledge, providing creative solutions and solving global problems. We're world class at many things, but particularly recognised for our expertise in these areas:

1. Ageing and Health
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4. One Planet
5. Data

The creative services required will focus on two specific areas:

1. Developing the headline value proposition statements for each strength
2. Develop 1 x 3-minute video for each strength communicating the value proposition through a compelling narrative (Total of 5 videos)
 - a. Engaging with stakeholders to identify the narrative/story for each research strength
 - b. Videos will require end-to-end script writing, filming and editing

- c. 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)
- d. 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.

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/1589-71

Lot No

1

Title

(NU/1589 – 71) Strategic Narrative – Creative & Content Development

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

28 July 2022

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 3

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

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

Eleven Miles

7th Floor, Avalon, 26-32 Oxford Road

Bournemouth

BH8 8EZ

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: £31,300

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