This is a published notice on the Find a Tender service: https://www.find-tender.service.gov.uk/Notice/021247-2021

Contract

(NU/1589-34) Digital Media Production Support

Newcastle University

F03: Contract award notice

Notice identifier: 2021/S 000-021247

Procurement identifier (OCID): ocds-h6vhtk-02da6f

Published 27 August 2021, 10:34am

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

helen.gayton@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/1589-34) Digital Media Production Support

Reference number

DN559512

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 digital production support on a monthly retainer basis. The supplier will work alongside an internal production team to increase capacity for the creation of a variety of digital creative projects.

Content produced by the supplier will need to compliment in style and tone, existing materials produced in-house and by third party suppliers. When developing new content with no existing precedent the supplier will need to ensure the final production is in-line with the established University brand guidelines.

It is expected the retainer would be for, on average but not a guaranteed, 60 hours a month with a maximum of 720 hours over the 12 month contracted period. The winning supplier would be expected to provide flexibility in monthly allowances around this average. For example, 30 hours in month one, 40 hours in month two followed by 110 hours in month three.

The supplier specifically is required to have the ability to provide the following services either in-house or through qualified and quality vetted sub-contractors:

1) Produce a range of digital content formats, including but not limited to:

2) Provide support on individual production elements, including but not limited to:

3) Provide "re-purposing" support on projects

4) Provide projects and raw assets for in-house use

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: £36,000

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 provide digital production support on a monthly retainer basis. The supplier will work alongside an internal production team to increase capacity for the creation of a variety of digital creative projects.

Content produced by the supplier will need to compliment in style and tone, existing materials produced in-house and by third party suppliers. When developing new content with no existing precedent the supplier will need to ensure the final production is in-line with the established University brand guidelines.

It is expected the retainer would be for, on average but not a guaranteed, 60 hours a month with a maximum of 720 hours over the 12 month contracted period. The winning supplier would be expected to provide flexibility in monthly allowances around this average. For example, 30 hours in month one, 40 hours in month two followed by 110 hours in month three.

The supplier specifically is required to have the ability to provide the following services either in-house or through qualified and quality vetted sub-contractors:

1) Produce a range of digital content formats, including but not limited to:

2) Provide support on individual production elements, including but not limited to:

3) Provide "re-purposing" support on projects

4) Provide projects and raw assets for in-house use

II.2.5) Award criteria

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

Quality criterion - Name: Supplying a diverse portfolio of digital content / Weighting: P/F

Quality criterion - Name: Quality: Ability to meet the Requirements / 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.1.6) 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/1589-34

Lot No

1

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 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

The Works Advertising & Design

2 Scorers, Bowes Business Park

Chester-le-street

DH3 4AN

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: £36,000

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