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Contract

## **(NU/1589-36) Video content support for the redevelopment of the Stephenson Building and 150 year celebrations**

Newcastle University

F03: Contract award notice

Notice identifier: 2021/S 000-021249

Procurement identifier (OCID): ocds-h6vhtk-02da71

Published 27 August 2021, 10:39am

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

#### **Telephone**

+44 1912086220

#### **Country**

United Kingdom

**NUTS code**

UKC - North East (England)

**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/1589-36) Video content support for the redevelopment of the Stephenson Building and 150 year celebrations

Reference number

DN561026

#### 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 create video content that supports two campaigns:

- the redevelopment of the Stephenson Building
- 150 year celebrations:

o 21/22 marks 150 years since the forming of the College of Physical Science in Newcastle; the College was a significant aspect of what is today's Newcastle University

We are open to creative suggestions for the videos. At this stage, however, we conceive there being four "hero" films with subsequent shorter edits for different placements and uses.

- <https://www.youtube.com/watch?v=poifNob2ISQ>

Specifically, the supplier will:

- 1) Produce 4 "hero" videos that speak to the purposes and audiences described above
  - a) For each of the "hero" films, supply alternate cuts for use in different placements

- i) 1:1 ratio social placements (60 second cut) to provide a condensed, social friendly version of the videos
  - ii) 1:1 and 16:9 and 9:16 teaser trailers (10-15 seconds) for use in paid advertising
- b) Provide subtitle files for use with each edit.
- 2) Supply projects and raw assets for in-house use after completion
- a) Be able to package up and supply all elements from a project to be worked on in-house using Adobe Creative Cloud applications
  - b) 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
  - c) Provide costings for license buy-outs on stock or 3rd party elements where appropriate
  - d) Provide and hand over an external hard drive to Newcastle University with all of the projects and assets. The drive will be retained by Newcastle University.

#### **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

- UKC - North East (England)

### **II.2.4) Description of the procurement**

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#### **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: 10

Price - Weighting: 60

#### **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/1589-36

### **Lot No**

1

### **Title**

(NU/1589-36) Video content support for the redevelopment of the Stephenson Building and 150 year celebrations

A contract/lot is awarded: Yes

## **V.2) Award of contract**

### **V.2.1) Date of conclusion of the contract**

24 August 2021

### **V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 4

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

Number of tenders received by electronic means: 4

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

- UKC - North East (England)

The contractor is an SME

Yes

### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £25,000



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## **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