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Not applicable

## **(NU/1589) Newcastle University Marketing Dynamic Purchasing System (DPS)**

Newcastle University

F14: Notice for changes or additional information

Notice identifier: 2022/S 000-022100

Procurement identifier (OCID): ocids-h6vhtk-035ad5

Published 11 August 2022, 9:37am

### **Section I: Contracting authority/entity**

#### **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](mailto: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>

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## **Section II: Object**

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

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

(NU/1589) Newcastle University Marketing Dynamic Purchasing System (DPS)

Reference number

DN483974

#### **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**

Newcastle University invites bids to join a Dynamic Purchasing System it is establishing for the supply of a

range of marketing services.

The Newcastle University Marketing Department is a comprehensive, world-class

marketing team dedicated

to serving our partners, academics and students. This DPS will also be used for marketing across the entire

University and is not limited to the central team.

Our vision for marketing at Newcastle encompasses the following:

- embracing a 'digital first' approach;
- encouraging our team through personal growth;
- engaging with our clients and audiences;
- delivering an exceptional marketing strategy.

There will be six lots on this DPS:

- 1) web services, SEO and digital content;
- 2) graphic design and print, branding, copywriting;
- 3) programmatic advertising management, media buying, public relations;
- 4) social media, paid search and paid social;
- 5) international;
- 6) platforms.

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## **Section VI. Complementary information**

### **VI.6) Original notice reference**

Notice number: [2020/S 129-318079](#)

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## Section VII. Changes

### VII.1.2) Text to be corrected in the original notice

Section number

II.2.2

Lot No

5

Place of text to be modified

Additional CPV code(s)

Instead of

Additional CPV code(s)

- 800000000 - Education and training services

Read

Additional CPV code(s)

- 800000000 - Education and training services
- 803000000 - Higher education services

Section number

II.1.5

Place of text to be modified

Estimated total value

Instead of

Text

5 000 000.00 GBP

Read

Text

17 000 000.00 GBP

Section number

II.2.6

Lot No

1

Place of text to be modified

Estimated value

Instead of

Text

1 000 000.00 GBP

Read

Text

2 000 000.00 GBP

Section number

II.2.6

Lot No

2

Place of text to be modified

Estimated value

Instead of

Text

750 000.00 GBP

Read

Text

1 000 000.00 GBP

Section number

II.2.6

Lot No

3

Place of text to be modified

Estimated value

Instead of

Text

1 000 000.00 GBP

Read

Text

2 000 000.00 GBP

Section number

II.2.6

Lot No

4

Place of text to be modified

Estimated value

Instead of

Text

750 000.00 GBP

Read

Text

3 000 000.00 GBP

Section number

II.2.6

Lot No

5

Place of text to be modified

Estimated value

Instead of

Text

500 000.00 GBP

Read

Text

8 000 000.00 GBP