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Awarded contract

(NU/1589-37) Web Services Retainer 2021-2022

Newcastle University

F03: Contract award notice

Notice reference: 2021/S 000-023901

Published: 27 September 2021, 9:27am

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

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/1589-37) Web Services Retainer 2021-2022

Reference number

DN562373

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 an agency on a retainer for 11 months to support with the following key services:

- Web content development
 - o Write and edit effective web content:
 - Using user centred content design principles
 - Optimised for appropriate readability
 - Optimised for search engines and mobile devices
 - To meet the University's web content guidelines and standards
 - o Rewrite Newcastle University content so it is more suitable for the web
 - o Use our content workflow and CMS to develop and publish content
- Web page creation
 - o Use our content workflow system, GatherContent, to manage content creation and approvals processes
 - o Create and publish approved web content using one of our content management systems (CMS). We use TerminalFour (T4) as our enterprise level CMS for the web estate on ncl.ac.uk. We also use Hubspot CMS for specific projects and support is required for both.
 - o Deliver pages that are accessible for users with cognitive and physical difficulties or disabilities.
- Technical Web Development (necessary skills)
- Project management skills

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £72 / Highest offer: £70,000 taken into consideration

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 an agency on a retainer for 11 months to support with the following key services:

- Web content development

o Write and edit effective web content:

Using user centred content design principles

Optimised for appropriate readability

Optimised for search engines and mobile devices

To meet the University's web content guidelines and standards

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- Technical Web Development (necessary skills)
- Project management skills

II.2.5) Award criteria

Quality criterion - Name: Ability to resource the Contract / Weighting: 40

Quality criterion - Name: Portfolio examples of similar content / Weighting: 20

Quality criterion - Name: Price - Service Level / Weighting: 20

Price - Weighting: 20

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/1589-37

Lot No

1

Title

(NU/1589-37) Web Services Retainer 2021-2022

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 September 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

Wardour

2nd Floor Kean House 6 Kean Street

London

WC2B 4AS

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: £70,000

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