

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/024084-2021>

Contract

## **(NU/1589-38) Agency Support for NU Advancement Campaign Website**

Newcastle University

F03: Contract award notice

Notice identifier: 2021/S 000-024084

Procurement identifier (OCID): ocds-h6vhtk-02e584

Published 28 September 2021, 2:19pm

### **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**

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/1589-38) Agency Support for NU Advancement Campaign Website

Reference number

DN563624

**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**

NU Advancement has a small marketing and communications team that works closely with the marketing and communication directorates at Newcastle University to ensure its outputs are coherent with the master brand.

Newcastle University Advancement is seeking to appoint an agency to support the development of the Campaign for Newcastle: From Newcastle. For the World website.

The campaign will be bold and future facing, confidently presenting the long-term ambition of the University while being rooted in our current identity and personality; will be distinctive enough to differentiate from 'business as usual' and stand out from other University and charity campaigns; will be adaptable and resonate with our very wide range of target audiences; and will stand the test of time. We require these principles to resonate throughout the campaign website.

### **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: £20,000

## **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**

NU Advancement has a small marketing and communications team that works closely with the marketing and communication directorates at Newcastle University to ensure its outputs are coherent with the master brand.

Newcastle University Advancement is seeking to appoint an agency to support the development of the Campaign for Newcastle: From Newcastle. For the World website.

The campaign will be bold and future facing, confidently presenting the long-term ambition of the University while being rooted in our current identity and personality; will be distinctive enough to differentiate from 'business as usual' and stand out from other University and charity campaigns; will be adaptable and resonate with our very wide range of target audiences; and will stand the test of time. We require these principles to resonate throughout the campaign website.

### **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: 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/1589-38

### **Lot No**

1

### **Title**

(NU/1589-38) Agency Support for NU Advancement Campaign Website

A contract/lot is awarded: Yes

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

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

15 September 2021

**V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

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

Number of tenders received by electronic means: 1

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: £23,850

---

## **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