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Contract

(NU/1589 – 67) Team Newcastle Brand Development

Newcastle University

F03: Contract award notice

Notice identifier: 2022/S 000-025048

Procurement identifier (OCID): ocids-h6vhtk-03666e

Published 7 September 2022, 10:15am

Section I: Contracting authority

I.1) Name and addresses

Newcastle University

Newcastle University, Procurement Services, Kingsgate

Newcastle

NE1 7RU

Contact

Mrs Natalie Morton

Email

natalie.morton@ncl.ac.uk

Telephone

+44 1912086396

Country

United Kingdom

Region code

UKC - North East (England)

Internet address(es)

Main address

<https://www.ncl.ac.uk>

Buyer's address

<https://www.ncl.ac.uk>

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 – 67) Team Newcastle Brand Development

Reference number

DN621153

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

This tender is for the rebranding of Newcastle University's Team Newcastle visual identity to develop a passionate and inclusive identity for all.

Team Newcastle was used previously by the Students' Union (NUSU) but in a more limited way (linked to performance sport/official sports teams) than is envisaged for future usage. It has also been less well used in recent years.

The relaunch of a new Team Newcastle brand and identity as a sub-brand of Newcastle University, is a key element of our new Sport and Wellbeing Strategy. The identity plays a vital role in making all our students feel welcomed when it comes to participation and performance. It also draws together every aspect of sport, whether it's the student performance athletes, club members, gym-goers, coaches or support staff. Another key element is the rolling out of the identity to supporters' kit.

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: £18,240

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

Team Newcastle was used previously by the Students' Union (NUSU) but in a more limited way (linked to performance sport/official sports teams) than is envisaged for future usage. It has also been less well used in recent years.

The relaunch of a new Team Newcastle brand and identity as a sub-brand of Newcastle University, is a key element of our new Sport and Wellbeing Strategy. The identity plays a vital role in making all our students feel welcomed when it comes to participation and performance. It also draws together every aspect of sport, whether it's the student performance athletes, club members, gym-goers, coaches or support staff. Another key element is the rolling out of the identity to supporters' kit.

II.2.5) Award criteria

Quality criterion - Name: Ability to meet programme timeline / Weighting: Pass/Fail

Quality criterion - Name: Quality: Ability to meet the requirement / Weighting: 40

Quality criterion - Name: Portfolio examples of similar content / Weighting: 30

Price - Weighting: 30

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.1.8) 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/1589-67

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

26 August 2022

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 10

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 10

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Pickle Jar Communications Ltd

Tyne and Wear

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: £18,240

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

NE1 7RU

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

