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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](mailto: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

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**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

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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.1.8) 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/1589-67

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

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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

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

