

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/025051-2022>

Contract

## **(NU/1589 – 73) Web Services Retainer 2022-2023**

Newcastle University

F03: Contract award notice

Notice identifier: 2022/S 000-025051

Procurement identifier (OCID): ocids-h6vhtk-036671

Published 7 September 2022, 10:27am

### **Section I: Contracting authority**

#### **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>

**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 – 73) Web Services Retainer 2022-2023

Reference number

DN623436

**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:

#### **1. Web content development**

##### **a. Write and edit effective web content:**

i. Using user centred content design principles

ii. Optimised for appropriate readability

iii. Optimised for search engines and mobile devices

iv. To meet the University's web content guidelines and standards

##### **b. Rewrite Newcastle University content so it is more suitable for the web**

c. Use our content workflow and CMS to develop and publish content

#### **2. Web page creation**

a. Use our content workflow system, GatherContent, to manage content creation and approvals processes

b. 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](http://ncl.ac.uk). We also use Hubspot CMS for specific projects and support is required for both.

c. Deliver pages that are accessible for users with cognitive and physical difficulties or disabilities.

d. Apply SEO best practices

e. Adherence to web standards (W3C) and best practices for performance and accessibility (WCAG 2.1 AA / AAA)

f. Strong working knowledge developing cross platform/browser compatibility for dynamic

web applications. RWD (responsive web design) and mobile first design

g. Strong understanding of functional testing strategies and application

### 3. Project management skills

a. The ability to deliver outstanding project management throughout the 11 month retainer

b. Assign a dedicated Account Manager who can deal with day-to-day enquires and provide regular updates to University stakeholders.

c. Assign an Account Director to provide an oversight of the retainer, provide regular updates and keep track of budgets.

d. Use our internal project management system Wrike

e. Create a variety of planning documentation and status reports to assist with delivering web projects and to coordinate resource to attend training workshops as required for on-boarding, improving knowledge of our CMS and web standards

f. Have a collaborative approach acting as an extension of our in-house delivery team

#### **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: £100,000

### **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**

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

#### **1. Web content development**

##### **a. Write and edit effective web content:**

- i. Using user centred content design principles
- ii. Optimised for appropriate readability
- iii. Optimised for search engines and mobile devices

##### **iv. To meet the University's web content guidelines and standards**

##### **b. Rewrite Newcastle University content so it is more suitable for the web**

##### **c. Use our content workflow and CMS to develop and publish content**

#### **2. Web page creation**

##### **a. Use our content workflow system, GatherContent, to manage content creation and approvals processes**

b. 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](http://ncl.ac.uk). We also use Hubspot CMS for specific projects and support is required for both.

c. Deliver pages that are accessible for users with cognitive and physical difficulties or disabilities.

##### **d. Apply SEO best practices**

##### **e. Adherence to web standards (W3C) and best practices for performance and**

accessibility (WCAG 2.1 AA / AAA)

f. Strong working knowledge developing cross platform/browser compatibility for dynamic web applications. RWD (responsive web design) and mobile first design

g. Strong understanding of functional testing strategies and application

### 3. Project management skills

a. The ability to deliver outstanding project management throughout the 11 month retainer

b. Assign a dedicated Account Manager who can deal with day-to-day enquires and provide regular updates to University stakeholders.

c. Assign an Account Director to provide an oversight of the retainer, provide regular updates and keep track of budgets.

d. Use our internal project management system Wrike

e. Create a variety of planning documentation and status reports to assist with delivering web projects and to coordinate resource to attend training workshops as required for on-boarding, improving knowledge of our CMS and web standards

f. Have a collaborative approach acting as an extension of our in-house delivery team

### **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

Cost criterion - Name: Service Level / 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 – 73

### **Lot No**

1

### **Title**

(NU/1589 – 73) Web Services Retainer 2022-2023

A contract/lot is awarded: Yes

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

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

15 August 2022

**V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 4

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

Number of tenders received by electronic means: 4

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

**V.2.3) Name and address of the contractor**

INSPIRED

The Victoria Building Heaton Park View

Newcastle Upon Tyne

NE6 5BF

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: £75,000



---

## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Newcastle University

Tyne and Wear

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