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Contract

(NU/1589 – 69) HE Competitor Tracking and Insight

Newcastle University

F03: Contract award notice

Notice identifier: 2022/S 000-025053

Procurement identifier (OCID): ocds-h6vhtk-036672

Published 7 September 2022, 10:31am

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

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 – 69) HE Competitor Tracking and Insight

Reference number

DN622157

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 a supplier to provide real-time intelligence, across the digital landscape, on a set of competitors as defined by Newcastle University. This will help us to be more responsive to sector activity and through automation, will enable us to focus on action rather than monitoring.

The supplier is required to provide the following services and experience:

1) Automated monitoring of 10 selected HEI competitors that will track and monitor social media changes across their entire digital landscape, providing real-time alerts and informed intelligence of new marketing initiatives and emerging changes. At a minimum, this will encapsulate the following areas:

- a) Organisational Alerts – news, changes in fact and figures, leadership, facilities, partnerships, events, awards, alumni, research, accommodation, equality and diversity, sustainability, reputation, and rankings.
- b) Marketing Alerts – messaging changes, open day marketing, promotions and campaigns, website changes, B2B services, press alerts, student voice, homepage changes, student wellbeing, and marketing intelligence.
- c) Course Alerts – new courses, course changes, course withdrawals, module changes, title changes, entry requirements, fees, online learning resources, and accreditations.
- d) Social Media Alerts – Facebook, Twitter, Linked-In, YouTube, Instagram, TikTok, blogs, vlogs, and podcast activities.
- e) Financial Alerts – fee changes, financial results, bursaries, scholarships and discounts, student loans, apprenticeships, business partnerships.

2) A dedicated analyst to filter web estate changes for relevancy and to summarise content, while tailoring the front-end platform to more directly match the University's information needs and priorities.

3) Access to tailored dashboards and customised alerts to segment information flow into different business areas and ensure relevant information flows to the right groups in a timely manner. Typical content set-up could include:

- a) Scholarships, bursaries and discounts

b) Changes in key messaging across different target audiences

c) Changes to entry requirements, fees, IELTS

d) New/withdrawn programmes

e) Events

f) Clearing activities

g) New partnerships (business and student recruitment)

h) Updates to APP and contextual offers

4) Provide a single Account Manager for updating and managing the product and a dedicated data analysts to ensure relevancy and appropriateness of key data flows.

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: £8,000

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

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b) Marketing Alerts – messaging changes, open day marketing, promotions and campaigns, website changes, B2B services, press alerts, student voice, homepage changes, student wellbeing, and marketing intelligence.

c) Course Alerts – new courses, course changes, course withdrawals, module changes, title changes, entry requirements, fees, online learning resources, and accreditations.

d) Social Media Alerts – Facebook, Twitter, Linked-In, YouTube, Instagram, TikTok, blogs, vlogs, and podcast activities.

e) Financial Alerts – fee changes, financial results, bursaries, scholarships and discounts, student loans, apprenticeships, business partnerships.

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 - e) Events
 - f) Clearing activities
 - g) New partnerships (business and student recruitment)
 - h) Updates to APP and contextual offers
- 4) Provide a single Account Manager for updating and managing the product and a dedicated data analysts to ensure relevancy and appropriateness of key data flows.

II.2.5) Award criteria

Quality criterion - Name: Ability to meet the Requirements / Weighting: P/F

Quality criterion - Name: Ability to meet the Requirements / Weighting: 75

Cost criterion - Name: Associated costs and fees / Weighting: 25

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/1589-69

Lot No

3

Title

(NU/1589 – 69) HE Competitor Tracking and Insight

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

16 August 2022

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

WatchMyCompetitor

St Magnus House, 3 Lower Thames Street, Pathfield Road

London

EC3R 6HE

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: £6,300

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Newcastle University

Newcastle upon Tyne

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Newcastle University

Newcastle upon Tyne

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

Newcastle upon Tyne

Country

United Kingdom