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Contract

(NU/1589 – 41)Visual Identity for CPD, Lifelong Learning & Degree Apprenticeship provision at Newcastle University

Newcastle University

F03: Contract award notice

Notice identifier: 2021/S 000-028682

Procurement identifier (OCID): ocds-h6vhtk-02f779

Published 17 November 2021, 11:50am

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

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 – 41)Visual Identity for CPD, Lifelong Learning & Degree Apprenticeship provision at Newcastle University

Reference number

DN576504

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 undertake branding and visual identity development work for the University's Lifelong Learning, CPD and Apprenticeship provision. This will be through the following:

1. Visual identity development within the University brand
2. Tone and messaging guide
3. Marketing Templates
4. Digital Design and web considerations

We anticipate the overarching visual identity being within Newcastle University's overarching brand with CPD and Apprenticeship having visually linked, but different strands:

1. CPD, short and professional development courses
2. Higher & Degree Apprenticeships

Newcastle University has a strategic project to bring together Lifelong Learning (LL), Continuing Professional Development (CPD), Degree Apprenticeships, and short courses with the development, positioning and promotion of our CPD, apprenticeship and online offering.

This brand and visual identity project is part of a broader strategic aim to showcase Newcastle University's offer so that it is recognised as a prominent destination, providing a breadth of high-quality learning for individuals and businesses seeking continuing professional development.

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: £15,000

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 a supplier to undertake branding and visual identity development work for the University's Lifelong Learning, CPD and Apprenticeship provision. This will be through the following:

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II.2.5) Award criteria

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

Quality criterion - Name: Portfolio examples of similar project work / Weighting: 20

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/1589-41

Lot No

2

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 November 2021

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

Number of tenders received from tenderers from other EU Member States: 7

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

Number of tenders received by electronic means: 7

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

V.2.3) Name and address of the contractor

Bell Integrated Communications Ltd

3 Ouseburn Gateway, 163 City Road

Newcastle upon Tyne

NE1 2BE

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: £14,990

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