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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): ocids-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](mailto: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

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## **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](#)

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## **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

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## **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