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Contract

(NU/1589-40) Website Quality Assurance Platform

Newcastle University

F03: Contract award notice

Notice identifier: 2021/S 000-028913

Procurement identifier (OCID): ocds-h6vhtk-02f860

Published 19 November 2021, 12:01pm

Section I: Contracting authority

I.1) Name and addresses

Newcastle University

Newcastle University, King's Gate

Newcastle upon Tyne

NE1 7RU

Contact

Mrs Natalie Morton

Email

natalie.morton@ncl.ac.uk

Country

United Kingdom

NUTS code

UKC - North East (England)

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/1589-40) Website Quality Assurance Platform

Reference number

DN573799

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 procure a quality assurance tool to accurately and frequently monitor and report on <https://www.ncl.ac.uk/>, in terms of:

- ability to see the whole domain and individual sub-domains
- identifying broken links and spelling mistakes
- readability scoring
- accessibility reporting
- content and technical SEO reporting
- easier reporting/exporting of reports across the domain and specific sub-domains
- policies – ability to search for specific things, save the search queries and allow automatic reporting
- reporting on image optimisation opportunities
- CMS integration
- being intuitive and engaging for non-expert web editors

- having tailored access for editors
- training/onboarding with continuous training available online
- mobile responsive reporting
- good crawl frequency and accuracy
- ability to rank sub-domains against each other

We do not currently scan the whole of the web estate. We requiring a pricing breakdown to detail the cost of scanning:

1. up to 35,000 pages
2. up to 50,000 pages
3. All 104,000 pages on ncl.ac.uk

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: £20,000

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

- UKC - North East (England)

II.2.4) Description of the procurement

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3. All 104,000 pages on ncl.ac.uk

II.2.5) Award criteria

Quality criterion - Name: Ability to meet required timeline / Weighting: P/F

Quality criterion - Name: Quality: Ability to meet the Requirements / Weighting: 60

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/1589-40

Lot No

1

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

9 November 2021

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

Silktide Ltd

17 Brunel Parkway

Derby

DE1 3NT

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: £16,984

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