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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](mailto: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

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## **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](http://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](http://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

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## **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/1589-40

### **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



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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