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Contract

## **(NU/1589-77) VOICE Brand Identity**

Newcastle University

F03: Contract award notice

Notice identifier: 2022/S 000-029109

Procurement identifier (OCID): ocds-h6vhtk-037622

Published 17 October 2022, 9:43am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Newcastle University

Newcastle University, Procurement Services, Kingsgate

Newcastle

NE1 7RU

#### **Contact**

Mrs Natalie Morton

#### **Email**

[natalie.morton@ncl.ac.uk](mailto:natalie.morton@ncl.ac.uk)

#### **Telephone**

+44 1912086396

#### **Country**

United Kingdom

**Region 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/1589-77) VOICE Brand Identity

Reference number

DN629238

**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**

The VOICE community is facilitated by an online digital platform where members register and are informed of opportunities where they are asked to express their interest in taking part in projects to provide feedback and insights. These opportunities could be working with our corporate clients looking for input into co-design of specific services or products, or with university research teams looking for insights for their research. We have identified the following work packages for this tender:

**Brand Identity:** - A new VOICE logo potentially – sensitive to the profile, recognition and reputation of the existing logo - Consideration of sub brands e.g. VOICE X – potential requirement for sub brand logos - Refreshed brand colour palette and aesthetics - The creation of VOICE brand guidelines - Slide deck template design - Style elements, intro & outro to VOICE video content - 4 x VOICE banners of varying design to suit a range of audiences - Graphic design elements where required

**A Comprehensive Brand Strategy:** A review and development of messaging to help us maximise impact in the following areas: - The development of a VOICE strapline - Creation of a VOICE mission statement and values - A review of how we communicate VOICE to our 3 core audiences/groups

- o Public – messaging to include the valuing of experience and insights and how VOICE can empower the public to influence the future by shaping research and innovation
- o Researchers – messaging to be primarily health and social care research focused; how VOICE can benefit and support researchers' citizen engagement and involvement programmes
- o Businesses – messaging to be NICA offer / national and international healthy longevity focused - How best to incorporate brand messaging into the front-end platform design for maximum impact

**Social Media Brand Strategy:** - Design content, style and approaches including headers for each social media platform - Designed social media cards across Facebook, Twitter, Instagram and LinkedIn for a range of purposes - Facebook, Twitter, Instagram market and competitor analysis:

- o What the benefits of each are to us - taking into consideration our different audiences
- o What the differences in approach are
- o Advise practical ways for how we can best utilise each – for example frequency, content and style of posts etc

**Outputs:** - A well designed and comprehensive brand identity and strategy - VOICE brand guidelines - Branded templates for VOICE slide decks and other presentation requirements - Designed social media cards across Facebook, Twitter, Instagram and LinkedIn for a range of purposes - Strapline for VOICE - A mission statement and values for VOICE - All design assets

**II.1.6) Information about lots**

This contract is divided into lots: No

**II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £40,000 / Highest offer: £40,000 taken into consideration

## **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**

This is a further competition to framework title:

(NU/1589) Newcastle University Marketing Dynamic Purchasing System (DPS)

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### **II.2.5) Award criteria**

Quality criterion - Name: Ability to meet programme timeline / Weighting: Pass/Fail

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

Quality criterion - Name: Portfolio examples of similar content / Weighting: 30

Price - Weighting: 30

### **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.1.8) 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/1589-77

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

11 October 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 9

Number of tenders received from SMEs: 9

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 9

Number of tenders received by electronic means: 9

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

**V.2.3) Name and address of the contractor**

Newcastle University

Tyne and Wear

NE1 7RU

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: £10,960

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

Newcastle University

Tyne and Wear

NE1 7RU

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

Newcastle University

Tyne and Wear

Email

[purchasing@ncl.ac.uk](mailto:purchasing@ncl.ac.uk)

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

NE1 7RU

Email

[purchasing@ncl.ac.uk](mailto:purchasing@ncl.ac.uk)

Country

United Kingdom

