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Contract

(NU/1745-3) The Provision of International Market Research and Business Development in China

Newcastle University

F03: Contract award notice

Notice identifier: 2022/S 000-033708

Procurement identifier (OCID): ocds-h6vhtk-032064

Published 28 November 2022, 5:07pm

Section I: Contracting authority

I.1) Name and addresses

Newcastle University

Newcastle University, Procurement Services, Kingsgate

Newcastle

NE1 7RU

Contact

Neil Addison

Email

procurement@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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

(NU/1745-3) The Provision of International Market Research and Business Development in China

Reference number

DN611757

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
 - AA01 - Metal

II.1.3) Type of contract

Services

II.1.4) Short description

This tender is for a Firm who will provide the University with services including market research, advice and assistance to deliver the University's China strategy and contribute to the University's Global Strategy. The Firm will support the University providing the following:

1. Provide dedicated staff based in major cities in China including but not limited to Beijing, Shanghai and Guangzhou to deliver the required services;
2. Support the implementation of university strategies;
3. Assist a diverse portfolio of activities in marketing, student recruitment, partnership development and brand promotion in China;
4. Develop networks and relationships with the local government, institutions and industries in China;
5. Act as a point of contact for staff across the university and external partners;
6. Working closely with UK organisations represented in China;

7. Develop the University's agent network and deliver conversion activities;
8. Enhancing the University's profile, brand awareness and reputation in China;
9. Other support duties as required to meet the objectives of the university.

This is a further competition from Newcastle University General Business Services Dynamic Purchasing System (DPS)

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: £482,169 / Highest offer: £1,000,000 taken into consideration

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)

II.2.4) Description of the procurement

This tender is for a Firm who will provide the University with services including market research, advice and assistance to deliver the University's China strategy and contribute to the University's Global Strategy. The Firm will support the University providing the following:

1. Provide dedicated staff based in major cities in China including but not limited to Beijing, Shanghai and Guangzhou to deliver the required services;
2. Support the implementation of university strategies;
3. Assist a diverse portfolio of activities in marketing, student recruitment, partnership development and brand promotion in China;
4. Develop networks and relationships with the local government, institutions and industries in China;
5. Act as a point of contact for staff across the university and external partners;

6. Working closely with UK organisations represented in China;
7. Develop the University's agent network and deliver conversion activities;
8. Enhancing the University's profile, brand awareness and reputation in China;
9. Other support duties as required to meet the objectives of the university.

II.2.5) Award criteria

Cost criterion - Name: Fees / Weighting: 40

Cost criterion - Name: Technical Merit / Weighting: 60

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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-006602](#)

Section V. Award of contract

Contract No

NU1745

Lot No

3

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

4 November 2022

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

INTO University Partnerships

One Gloucester Place, Brighton

BN1 4AA

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £482,169 / Highest offer: £1,000,000 taken into consideration

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

NE1 7RU

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.

six.4.4) Service from which information about the review procedure may be obtained
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Newcastle University

Tyne and Wear

NE1 7RU

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