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Tender

Prospectus Services/RES/PRO/2024

OPEN UNIVERSITY(THE)

F02: Contract notice

Notice identifier: 2024/S 000-000227

Procurement identifier (OCID): ocds-h6vhtk-042aae

Published 4 January 2024, 1:55pm

Section I: Contracting authority

I.1) Name and addresses

OPEN UNIVERSITY(THE)

MILTON KEYNES

MK76AA

Contact

Procurement Team

Email

finance-tenders@open.ac.uk

Country

United Kingdom

Region code

UKJ12 - Milton Keynes

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.open.ac.uk/>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/openuniversity.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/openuniversity.aspx/Home>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://in-tendhost.co.uk/openuniversity.aspx/Home>

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

Prospectus Services/RES/PRO/2024

Reference number

OUPA11134

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Open University (OU) is seeking to establish a two framework agreements with a single supplier for the provision of :

- a) Lot 1 Prospectus Services Lead Agency
- b) Lot 2 Prospectus Services Production Agency

II.1.5) Estimated total value

Value excluding VAT: £426,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for one lot only

Maximum number of lots that may be awarded to one tenderer: 1

II.2) Description

II.2.1) Title

Prospectus Services Lead Agency

Lot No

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKJ12 - Milton Keynes

II.2.4) Description of the procurement

Responsible for the lead production of the University's core prospectuses, which include artwork and templates for the entire suite. They will work closely with other design teams to ensure that guidelines are adhered to. Currently they are responsible for the production of seven of the core prospectuses.

We require a supplier who can:

Be the lead prospectus creative agency on the production of creative concepts, including the production of the prospectus front covers, page templates, style sheets, heading levels, navigation tools and overall design of the prospectuses ensuring that these adhere to Brand Guidelines and creative direction.

If required, work closely with the Brand Agency, Havas, to ensure that any new creative direction is implemented into the prospectus artwork. In this situation the Brand agency, Havas, will take the lead on prospectus creative and the production of the templates.

Present creative concepts to the content team at the start of the annual production process and supply narrative behind concept decision making process.

Once concepts are approved, produce the master artwork templates, stylesheets and heading hierarchy for the prospectuses.

Present and supply the master templates to the production agency and OU design teams.

Be the main point of contact for other design teams, offering a 'helpline' should there be any queries on the master templates.

Create front covers for all prospectuses which can then be supplied to the other design teams.

Work with the Content Team within Marketing to create global amend documents to inform other designers of high-level amends across the entire prospectus suite.

Ensure that as part of the project management there is quality control of all outputs from the agency.

Project and account management of the production of seven of the University's prospectuses from Word document to fully artworked prospectus within the required timescales.

Sourcing of imagery for use in the prospectuses which adheres to the Brand guidelines.

Quality audit of the final prospectuses prior to uploading the artwork for print.

Once artwork is approved for print, supply the final approved document in PDF singles and spreads within two days of notification. Also supply full high-resolution artwork to the University within a week of final approval to print.

On completion of the projects take part in a debrief assessing how the project went and making any suggestions for improvements.

Production management of any ad-hoc content projects that arise during the year.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £259,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

option to extend for a further 2 x 12 months

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Prospectus Services Production Agency

Lot No

2

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKJ12 - Milton Keynes

II.2.4) Description of the procurement

The OU is looking to award a contract to one supplier who will be responsible for the production of six of the University's prospectuses. In total the University produces 17 core prospectuses between the months of August and March each year.

We require a production agency who will work closely with the Prospectus Services lead agency and be responsible for managing the production of six of the University's prospectuses.

Undertake project and account management of the production of six of the University's prospectuses from Word document to fully artworked prospectus within the required timescales.

Work with the creative lead agency to fully understand the master templates, stylesheets and heading hierarchy that need to be adopted for the prospectus suite.

Liaise with the creative lead on any design issues that may arise during the production process.

Sourcing of imagery for use in the prospectuses which adheres to the Brand guidelines.

Quality audit of the final prospectuses prior to uploading the artwork for print.

Once artwork is approved for print, supply the final approved document in PDF singles and spreads within two days of notification. Also supply full high-resolution artwork to the University within a week of final approval to print.

On completion of the projects take part in a debrief assessing how the project went and making any suggestions for improvements.

Production management of any ad-hoc content projects that arise during the year.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £167,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

option to extend for a further 2 x 12 months

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

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.2.2) Time limit for receipt of tenders or requests to participate

Date

8 February 2024

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

4 March 2024

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 90 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

The Open University

Milton Keynes

Email

finance-tenders@open.ac.uk

Country

United Kingdom