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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](mailto: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

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## **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

1

## **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

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## **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](mailto:finance-tenders@open.ac.uk)

Country

United Kingdom