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Contract

Provision of Pan UK Integrated Comms - Public Relations (B2B, B2C) & Social Media Strategy/PRO/OJEU/2020

OPEN UNIVERSITY(THE)

F20: Modification notice

Notice identifier: 2025/S 000-002681

Procurement identifier (OCID): ocds-h6vhtk-04d660

Published 27 January 2025, 11:49am

Section I: Contracting authority/entity

I.1) Name and addresses

OPEN UNIVERSITY(THE)

THE OPEN UNIVERSITY

MILTON KEYNES

MK76AA

Contact

Procurement Team

Email

FBS-Procurement@open.ac.uk

Telephone

+44 1908655814

Country

United Kingdom

Region code

UKJ12 - Milton Keynes

Charity Commission (England and Wales)

RC 000391

Internet address(es)

Main address

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of Pan UK Integrated Comms - Public Relations (B2B, B2C) & Social Media Strategy/PRO/ OJEU/2020

Reference number

OUPA10595

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKJ12 - Milton Keynes

II.2.4) Description of the procurement at the time of conclusion of the contract:

An integrated comms agency partner that can provide strategic leadership and delivery of pan UK OU marketing and comms strategy (B2B portfolio, media relations, consumer and social). The focus is primarily on UK (England, Scotland, Wales and Northern Ireland).

The agency partner is capable of delivering fully integrated campaigns that focusses on raising the profile of The Open University in the B2B arena, National, Regional, Consumer and social environments.

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

Duration in months

48

Section IV. Procedure

IV.2) Administrative information

IV.2.1) Contract award notice concerning this contract

Notice number: [2021/S 058-148019](#)

Section V. Award of contract/concession

Contract No

OUPA101595

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract/concession award decision:

24 March 2021

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

23red Ltd

Woking

Country

United Kingdom

NUTS code

- UKJ25 - West Surrey

Companies House

03974936

The contractor/concessionaire is an SME

No

V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)

Total value of the procurement: £2,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

No review body identified

N/A

Country

United Kingdom

Section VII: Modifications to the contract/concession

VII.1) Description of the procurement after the modifications

VII.1.1) Main CPV code

- 79416000 - Public relations services

VII.1.3) Place of performance

NUTS code

- UKJ25 - West Surrey

VII.1.4) Description of the procurement:

As original agreement

VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession

Start date

10 February 2025

End date

31 July 2025

VII.1.6) Information on value of the contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession:

£2,300,000

VII.1.7) Name and address of the contractor/concessionaire

23red Ltd

Woking

Country

United Kingdom

NUTS code

- UKJ25 - West Surrey

Companies House

3974936

The contractor/concessionaire is an SME

No

VII.2) Information about modifications

VII.2.1) Description of the modifications

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

Additional goods and services as agreed in the original contract to allow for the new tender process to be completed.

VII.2.2) Reasons for modification

Need for additional works, services or supplies by the original contractor/concessionaire.

Description of the economic or technical reasons and the inconvenience or duplication of

cost preventing a change of contractor:

It would not be economically beneficial to re-tender for a short period whilst the tender is completed.

VII.2.3) Increase in price

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £300,000

Total contract value after the modifications

Value excluding VAT: £2,300,000