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Contract

Production Agency & Brand Hub

OPEN UNIVERSITY(THE)

F03: Contract award notice

Notice identifier: 2025/S 000-003720

Procurement identifier (OCID): ocds-h6vhtk-04c2cf

Published 4 February 2025, 4:44pm

Section I: Contracting authority

I.1) Name and addresses

OPEN UNIVERSITY(THE)

THE OPEN UNIVERSITY

MILTON KEYNES

MK76AA

Contact

Procurement Team

Email

FBS-Procurement@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.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**

Production Agency & Brand Hub

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Contract awarded to one supplier who will be responsible for the Brand hub - hosting and

management. This includes both technical services, digital and creative developments, digital builds and regular updates. In addition, we need an agency who can provide digital, creative design and production services. All in line with the OU Brand guidelines.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £1,000,000

II.2) Description

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

Website delivery

- Conception, design, development of existing and new digital pages/sites
- Hosting of Brand hub and Brand policy
- Ongoing maintenance of site, including updating pages and building of new pages, adapting the site for user needs
- Services site for both internal (staff) and external (agencies/third party partners) audience with asset distribution
- Immediate response to systems issue/errors/changes

Brand templates development

Using Brand guidelines to design, create and deliver on brand assets and templates for OU colleagues and partners

- Build and maintenance of Microsoft Office suite templates, finely tuned to maximize productivity and brand consistency to be used by a broad range of OU stakeholders with built in guidance, preset fonts, colours, brand elements and data-linked elements.

Online & offline creative assets

- Using Brand guidelines to design, create and deliver on brand assets and templates for OU colleagues and partners

- Assets include videos, animations, illustrations; printed assets; graphic files in multiple formats. (e.g. Designing doordrop leaflet; suite of social media animated videos; ezines;

openlearn content projects; digital banners; resizing outdoor artwork; brochures; leaflets;

building vinyl; pull-up banners; event stand collateral)

Brand asset management

- Safely store and make maintain Brand assets on both the Asset bank and on servers to service Brand guidelines
- Full knowledge of use of Brand guidelines and brand assets

Brand guidelines & web toolkits

- Creation of multiple brand toolkits and online guidelines with cross-linking to the OU asset bank
- The Asset bank is used by both internal and external users for obtaining up to date Brand assets, brand images and case stories
- The Asset bank tracks user download details and asset usage

Host Brand guidelines

- Maintain guidelines - add new pages, action updates, input to development to ensure we are leading with the best technology and for easy user experience.

Problem-solving and systems support

- Intricate problem-solving within the digital environment, encompassing the rapid

deployment of complex solutions that leverage new technologies to address any challenges posed.

- Provide technical support to enhance the online offering to OU users
- Provide new solution and technology to enhance the user experience and host the complicated web infrastructure

End-to-end technical support

- Provide solutions and recommendations for best practice/best use of system
 - Immediate response to critical issues/queries
 - Immediate response to urgent/business critical changes that need to be implemented
- Accessibility enhancement
- Rigorous adherence to the latest accessibility standards, including WCAG 2.1 AA, with indepth conformance reviews and comprehensive audits, ensuring a frictionless experience for users of all abilities across all media such as templates, guidelines and websites.
 - Ensure the site is fully compliant with OU and industry accessibility guidance
 - Knowledge and experience of accessibility requirements for digital and offline users

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

2 year agreement with the options to extend for a further 2 x 12 months.

Total contract length: 4 years

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

Matrix Graphics Ltd have developed a bespoke brand infrastructure, spanning technical architecture, institutional workflows and alignment to the University's specific operational and compliance requirements. At its core lies a codebase developed over many years, drawing on advanced methodologies, such as modular programming, adaptive algorithms, and bespoke data handling systems, to support the institution's unique and evolving needs.

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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: [2024/S 000-039352](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 February 2025

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

Matrix Graphics Ltd

1.05b Assay Studios 141 Newhall Street

Birmingham

B3 1SF

Country

United Kingdom

NUTS code

- UKG31 - Birmingham

Companies House

02556297

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £1,000,000

Total value of the contract/lot: £1,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The Open University

Milton Keynes

Country

United Kingdom