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Contract

Prospectus Services/RES/PRO/2024

OPEN UNIVERSITY(THE)

F03: Contract award notice

Notice identifier: 2024/S 000-020632

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

Published 5 July 2024, 2:40pm

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/>

Buyer's address

<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.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £426,000

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

Quality criterion - Name: Delivering the service / Weighting: 30

Quality criterion - Name: Account Management / Weighting: 15

Quality criterion - Name: Efficiency & innovation / Weighting: 10

Quality criterion - Name: Creative thinking / Weighting: 10

Quality criterion - Name: Sustainability / Weighting: 5

Cost criterion - Name: Design Exploration & Master template build (tab 2) and Project Management and Audit (tab 3) / Weighting: 13.5

Cost criterion - Name: Prospectus Production (tab 4) / Weighting: 13.5

Cost criterion - Name: Adherence to Terms / Weighting: 3

II.2.11) Information about options

Options: Yes

Description of options

2 x 12 months

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

Quality criterion - Name: Delivering the service / Weighting: 30

Quality criterion - Name: Account management / Weighting: 15

Quality criterion - Name: Efficiency & Innovation / Weighting: 10

Quality criterion - Name: Creative thinking / Weighting: 10

Quality criterion - Name: Sustainability / Weighting: 5

Cost criterion - Name: Prospectus Production (tab 2) / Weighting: 27

Cost criterion - Name: Adherence to terms / Weighting: 3

II.2.11) Information about options

Options: Yes

Description of options

2 x 12 months

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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-000227](#)

Section V. Award of contract

Lot No

Lot 1

Title

Prospectus Services Lead Agency

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

26 June 2024

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

Rock Kitchen Harris t/a RKH

32 Pocklingtons Walk

Leicester

LE1 6BU

Country

United Kingdom

NUTS code

- UKF21 - Leicester

Companies House

01589727

The contractor is an SME

Yes

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

Total value of the contract/lot: £259,000

Section V. Award of contract

Lot No

Lot 2

Title

Prospectus Services Production Agency

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

24 June 2024

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

Creative Triangle Ltd

150 Upper New Walk

Leicester

LE1 7QA

Country

United Kingdom

NUTS code

- UKF21 - Leicester

Companies House

05961904

The contractor is an SME

Yes

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

Total value of the contract/lot: £167,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The Open University

Milton Keynes

Country

United Kingdom