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Contract

Digital Asset Management

OAK NATIONAL ACADEMY LIMITED

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-032500

Procurement identifier (OCID): ocids-h6vhtk-05490c

Published 16 June 2025, 10:49am

Scope

Description

This contract is being directly awarded to Cloudinary under Section 41(1)(a) of the Procurement Act 2023 on the basis that Cloudinary is the only supplier capable of delivering the required service for technical reasons. The contract supports the Oak National Academy's core platform, which enables free-to-access educational content aligned with the national curriculum.

The Oak platform is uniquely reliant on Cloudinary's proprietary image and video processing infrastructure. This dependency is hard-coded within the platform's architecture and embedded across hundreds of thousands of content items used by schools across England. Replicating this technical solution, or migrating to an alternative provider, would result in disproportionate operational disruption, high cost, and unacceptable delay to service continuity, particularly during the academic year.

Market testing has confirmed that no other supplier offers a solution compatible with Oak's existing content schema, metadata frameworks, or custom delivery APIs without fundamental redevelopment of the platform. As such, Cloudinary remains the only supplier technically capable of meeting the current requirements without significant re-engineering of critical systems.

This contract is therefore not the result of an artificial narrowing of the parameters of competition, but a reflection of the bespoke and irreplaceable nature of Cloudinary's embedded role in Oak's educational content delivery system.

Contract 1

Supplier

- Cloudinary UK Ltd

Contract value

- £20,085 excluding VAT
- £24,111 including VAT

Below the relevant threshold

Date signed

1 June 2025

Contract dates

- 1 June 2025 to 31 May 2026
- Possible extension to 31 May 2027
- 2 years

Description of possible extension:

This contract represents a continuation of a previously awarded bespoke enterprise licence agreement with Cloudinary. The extension covers a 12-month renewal of services originally procured to support the technical infrastructure of the Oak National Academy's digital content platform.

This renewal is necessary to maintain seamless delivery of existing educational services embedded with Cloudinary's proprietary digital asset management technology. The terms of the extension are consistent with the original scope and pricing model, adjusted only for updated licensing and support provisions as per the enterprise subscription.

The contract has not been materially altered beyond what was foreseen at the time of the original award. No new services, deliverables, or functional changes have been introduced. The extension ensures operational continuity during a period of strategic review and avoids disproportionate technical and financial risk associated with a re-platforming exercise.

This extension is compliant with Section 41(1)(a) of the Procurement Act 2023, on the basis that the service can only be provided by Cloudinary for technical reasons and due to embedded architecture. With an option to extend for a further 12 months, subject to performance and budget availability

Main procurement category

Services

CPV classifications

- 72212517 - IT software development services

Contract locations

- UK - United Kingdom

Procedure

Procedure type

Below threshold - without competition

Supplier

Cloudinary UK Ltd

30 Old Bailey,

London

EC4M 7AU

United Kingdom

Email: support@cloudinary.com

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

OAK NATIONAL ACADEMY LIMITED

- Companies House: 14174888
- Public Procurement Organisation Number: PWYQ-7722-NDVX

1 Scott Place

Manchester

M3 3AA

United Kingdom

Email: procurement@thenational.academy

Region: UKD33 - Manchester

Organisation type: Public authority - central government