

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/033797-2025>

Tender

B2B Public Relations/CFP/PRO/2025

THE OPEN UNIVERSITY

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-033797

Procurement identifier (OCID): ocds-h6vhtk-05503a ([view related notices](#))

Published 19 June 2025, 3:46pm

Scope

Description

The Open University is seeking to establish framework agreement with one supplier for the provision of B2B Public Relations, to the Business Development Unit.

Commercial tool

Establishes a framework

Total value (estimated)

- £789,189.33 excluding VAT
- £947,027 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 February 2026 to 1 August 2027
- Possible extension to 1 August 2029
- 3 years, 6 months, 1 day

Description of possible extension:

The framework may be extended by a maximum of two periods of twelve months

Main procurement category

Services

CPV classifications

- 79416000 - Public relations services

Framework

Maximum number of suppliers

1

Maximum percentage fee charged to suppliers

0%

Framework operation description

The framework operates on a retainer model with Statement of Works to cover individual campaigns

Award method when using the framework

Without competition

Contracting authorities that may use the framework

Establishing party only

Submission

Enquiry deadline

10 July 2025, 1:00pm

Submission type

Requests to participate

Deadline for requests to participate

18 July 2025, 1:00pm

Submission address and any special instructions

<https://in-tendhost.co.uk/openuniversity.aspx/Home>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

- Welsh
- English

Award decision date (estimated)

17 November 2025

Award criteria

Name	Description	Type
Simple description	The ITT award criteria are split 70% Quality and 30% Cost. The Presentation is scored out of 100% The final award criteria are Quality and Cost 60% and Presentation 40%	Price

Weighting description

The ITT award criteria are split 70% Quality and 30% Cost.

The Presentation is scored out of 100%

The final award criteria are Quality and Cost 60% and Presentation 40%

Other information

Payment terms

Within 30 days of receipt of a valid invoice

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

This is a multi-stage tender.

Firstly we would like bidders to respond to the Procurement Specific Questionnaire.

Following this, the top five ranked bidders will be invited to participate in the ITT.

Following the ITT evaluation, the top three ranked bidders will be invited to present to the OU.

Documents

Associated tender documents

<https://in-tendhost.co.uk/openuniversity.aspx/Home>

The tender documents can be accessed via the link to the Open Universities tendering portal

Contracting authority

THE OPEN UNIVERSITY

- Charity Commission (England and Wales): RC000391

Walton Hall

Milton Keynes

MK7 6AA

United Kingdom

Email: finance-tenders@open.ac.uk

Region: UKJ12 - Milton Keynes

Organisation type: Public authority - sub-central government

