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Tender

## **OU Brand Tracking/RES/PRO/2024**

The Open University

F02: Contract notice

Notice identifier: 2024/S 000-039130

Procurement identifier (OCID): ocids-h6vhtk-04c252

Published 4 December 2024, 5:08pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

The Open University

Procurement Services, Walton Hall,

Milton Keynes

MK7 6BP

#### **Email**

[finance-tenders@open.ac.uk](mailto:finance-tenders@open.ac.uk)

#### **Telephone**

+44 1908274066

#### **Country**

United Kingdom

#### **NUTS code**

UKJ12 - Milton Keynes

**Internet address(es)**

Main address

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

Buyer's address

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

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

Tenders or requests to participate must be submitted to the above-mentioned address

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

OU Brand Tracking/RES/PRO/2024

Reference number

OUPA11365

#### **II.1.2) Main CPV code**

- 79310000 - Market research services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Open University is seeking a supplier of brand tracking services to support the organisation in measuring awareness and perceptions of the Open University brand, competitor brands and evaluate the success of our specific campaigns amongst potential students in all UK nations. The contract may also include brand tracking services among other audiences such as current students, alumni and employers.

#### **II.1.5) Estimated total value**

Value excluding VAT: £904,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKJ12 - Milton Keynes

#### **II.2.4) Description of the procurement**

The Open University is seeking a supplier of brand tracking services to support the organisation in measuring awareness and perceptions of the Open University brand, competitor brands and evaluate the success of our specific campaigns amongst potential students in all UK nations. The contract may also include brand tracking services among other audiences such as current students, alumni and employers. The restricted procurement procedure under the terms of the Public Contract Regulations 2015 requires potential bidders to complete a Standard Supplier Selection Questionnaire in the first instance. The five (5) highest scoring bidders will be invited to the invitation to tender stage. The contract is for an initial period of three (3) years and may be extended by the OU by one further twelve (12) month period up to a maximum of four years in total. Further details are contained in the procurement documents, via the URL link detailed in this notice.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

The contract is for an initial period of 3 years and may be extended by the OU for a further 12 months (1 year) at its discretion.

#### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 5

Objective criteria for choosing the limited number of candidates:

The responses to the SQ will be evaluated and the top 5 highest scoring bidders will be

invited to tender for the contract. The SQ evaluation criteria is contained in the procurement documents.

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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### **Section III. Legal, economic, financial and technical information**

#### **III.1) Conditions for participation**

##### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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## **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

9 January 2025

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic payment will be used

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

The Open University

Walton Hall

Milton Keynes

MK7 6BT

Country

United Kingdom

**VI.4.2) Body responsible for mediation procedures**

The Open University

Walton Hall

Milton Keynes

MK7 6BT

Country

United Kingdom

**VI.4.4) Service from which information about the review procedure may be obtained**

The Open University

Walton Hall

Milton Keynes

MK7 6BT

Country

United Kingdom