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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): ocds-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

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

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

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

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

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