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Award

## **B2B Public Relations/CFP/PRO/2025**

THE OPEN UNIVERSITY

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-078645

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

Published 1 December 2025, 4:50pm

### **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

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### **Contract 1**

## **Supplier**

- [23red Limited](#)

## **Contract value**

- £947,027 including VAT

Above the relevant threshold

## **Award decision date**

10 November 2025

## **Date assessment summaries were sent to tenderers**

1 December 2025

## **Standstill period**

- End: 11 December 2025
- 8 working days

## **Earliest date the contract will be signed**

19 December 2025

## **Contract dates (estimated)**

- 1 February 2026 to 31 July 2027

- Possible extension to 31 July 2029
- 3 years, 6 months

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

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## **Information about tenders**

- 19 tenders received
- 3 tenders assessed in the final stage:
  - 3 submitted by small and medium-sized enterprises (SME)
  - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 2 suppliers unsuccessful (details included for contracts over £5 million)

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## **Submission**

## Submission type

Requests to participate

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## Procedure

### Procedure type

Competitive flexible procedure

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## Supplier

### 23red Limited

- Companies House: 03974936

95 Queen Victoria Street

London

EC4V 4HN

United Kingdom

Email: [info@23red.com](mailto:info@23red.com)

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

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

Region: UKJ12 - Milton Keynes

Organisation type: Public authority - sub-central government