

United Kingdom-Milton Keynes: Public relations services
OJ S 58/2021 24/03/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: The Open University

Postal address: Walton Hall

Town: Milton Keynes

NUTS code: UKJ12 Milton Keynes

Postal code: MK7 6BP

Country: United Kingdom

Contact person: Procurement Manager

E-mail: finance-tenders@open.ac.uk

Internet address(es):

Main address: www.open.ac.uk

Address of the buyer profile: <https://in-tendhost.co.uk/openuniversity/>

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

Provision of Pan UK Integrated Comms — Public Relations (B2B, B2C) and Social Media Strategy/PRO/OJEU/2020

Reference number: OUPA10595

II.1.2. Main CPV code

79416000 Public relations services

II.1.3. Type of contract

Services

II.1.4. Short description

The Open University (OU) is seeking to appoint an integrated comms agency partner that can provide strategic leadership and delivery of pan UK OU marketing and comms strategy (B2B portfolio, media relations, consumer and social). The focus will be primarily on UK (England, Scotland, Wales and Northern Ireland) media outlets with the potential provision to expand reach internationally in the future.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 000 000,00 GBP

II.2. Description

II.2.3. Place of performance

NUTS code: UKJ12 Milton Keynes

NUTS code: UKL22 Cardiff and Vale of Glamorgan

NUTS code: UKM75 Edinburgh, City of

NUTS code: UKN06 Belfast

Main site or place of performance: Milton Keynes, Bucks, ENGLAND.

II.2.4. Description of the procurement

The Open University is looking for an agency partner capable of delivering fully integrated campaigns that focusses on raising the profile of The Open University in the B2B arena, National, Regional, Consumer and social environments. The Agency must be creative and have the ability to be responsive and flexible in raising the profile of the OU's strategic priorities.

Media Relations: Corporate and Consumer and Social Media Strategy

The successful agency partner will be highly collaborative in supporting us to move to more proactive, higher frequency and higher impact integrated comms, enabling us to maximise opportunities whilst building brand reputation and awareness.

- The Open University will require the winning Agency to work as an extension to our comms and social teams on both a reactive and proactive basis as required.
- We expect the Agency to play an instrumental role in driving stronger integrated comms targeting different audiences (general public, younger and harder to reach audiences) across multiple channels sectors.
- Using our wide range of brand and campaign assets including BBC partnership, our world class academics, students, alumni, business and government partners and innovative technology, we need to be bolder at setting the agenda to ensure the OU is front of mind.

B2B: PR and Social Media Strategy

The Open University will require the winning Agency to develop, with appropriate support from the OU, a 6 to 12-month campaign plan that can be immediately implemented following the awarding of the contract. The campaign should satisfy the following requirements:

- 1) Be an integrated PR and Social campaign that focusses on raising the profile of The Open University in the B2B arena including apprenticeships, skills and productivity, digital transformation, recruitment and retention and management, health and social care and leadership;
- 2) In addition to maximising existing annual activity such as the Business Barometer report, the Agency will harness a range of creative and innovative ideas that meet the OU's objectives with clearly defined timelines/schedule, e.g. explore more agile mechanics and virtual events;
- 3) Clearly identify the target audience and how the campaign will influence and inspire key decision makers;
- 4) Work closely with key internal stakeholders including BDU contacts, OU Media and Social, Faculties and Nations;
- 5) Appropriately capitalise on daily media opportunities or 'newsjacking' specifically related to activities outlined in the campaign plan;

- 6) Elevate senior Business Development Unit (B2B) spokespeople in various remits and develop the profile of the Corporate Director as the voice of The Open University to a business audience;
- 7) Development of strategic thought leadership pieces to raise profiles of key sectors with the OU leading the conversation. Including working in partnership with third party organisations or authors where relevant, to raise credibility and reach to target audiences;
- 8) Ensure all messaging is fully integrated across OU B2B channels and OU channels;
- 9) Deliver strategic guidance on how to maximise PR/social channels ensuring effective integration.

In addition:

- 10) The winning Agency will work collaboratively with internal teams, external partners and specialists to deliver key strategic communications;
- 11) The winning Agency will deliver polling and survey-based reports, effectively managing and evaluating the campaign according to the agreed procedures;
- 12) The winning Agency will ensure live activity is recorded in a shared document accessible to all stakeholders in The Open University's agency account team;
- 13) All PR and Social activity must be approved by The Open University representative prior to any work being undertaken by the winning Agency. In addition, the winning Agency will not approach national journalists on behalf of The Open University without it first being authorised by the relevant OU contact.

II.2.5. Award criteria

Quality criterion - Name: As detailed in the procurement documents / Weighting: In ITT docs

Cost criterion - Name: As detailed in the procurement documents / Weighting: In ITT docs

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

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 172-417141](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9.

Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 1

Title:

Provision of Pan UK Integrated Comms — Public Relations (B2B, B2C) and Social Media Strategy/PRO/OJEU/2020

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/03/2021

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: 23red Ltd

Postal address: 20 Northdown Street

Town: London

NUTS code: UKI London

Postal code: N1 9BG

Country: United Kingdom

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 2 000 000,00 GBP

Total value of the contract/lot: 2 000 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: The Open University

Postal address: Walton Hall

Town: Milton Keynes

Postal code: MK7 6AA

Country: United Kingdom

E-mail: finance-tenders@open.ac.uk

Internet address: <http://www.open.ac.uk>

VI.4.2. Body responsible for mediation procedures

Official name: The Open University

Postal address: Walton Hall

Town: Milton Keynes

Postal code: MK7 6AA

Country: United Kingdom

E-mail: finance-tenders@open.ac.uk

Internet address: <http://www.open.ac.uk>

VI.5. Date of dispatch of this notice

19/03/2021