

United Kingdom-Milton Keynes: Market research services
OJ S 202/2020 16/10/2020
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: Buyer — Procurement

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

Brand Tracking Services/PRO/OJEU/2019

Reference number: OUPA10503

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, stalled students, alumni and OU staff. The work will include recall of integrated campaigns, brand perceptions, competitive positioning and diagnostics for consumer engagement and shifting perceptions amongst consumers.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 625 000,00 GBP

II.2. Description

II.2.3. Place of performance

NUTS code: 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, stalled students, alumni and OU staff. The work will include recall of integrated campaigns, brand perceptions, competitive positioning and diagnostics for consumer engagement and shifting perceptions amongst consumers. The contract is for an initial period of 3 years and may be extended by the OU for further 12-month periods up to a maximum of 2 years (5 in total).

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: [2019/S 237-581714](#)

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

Title:

Brand Tracking Services/PRO/OJEU/2019

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/08/2020

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

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

V.2.3. Name and address of the contractor

Official name: The Nursery Research and Planning Ltd

Town: London

NUTS code: UKI London

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: 650 000,00 GBP

Total value of the contract/lot: 625 000,00 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

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

VI.4.4.

Service from which information about the review procedure may be obtained

Official name: The Open University

Postal address: Walton Hall

Town: Milton Keynes

Postal code: MK7 6AA

Country: United Kingdom

VI.5. Date of dispatch of this notice

12/10/2020