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Tender

## **Media Buying Agency Tender**

SEVERN TRENT WATER LIMITED  
HAFREN DYFRDWY CYFYNGEDIG

F05: Contract notice – utilities

Notice identifier: 2025/S 000-005756

Procurement identifier (OCID): ocids-h6vhtk-04e3b9

Published 19 February 2025, 10:20am

### **Section I: Contracting entity**

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

SEVERN TRENT WATER LIMITED

2 St. Johns Street

COVENTRY

CV12LZ

#### **Contact**

Sarah Griffiths-Jones

#### **Email**

[sarah.griffiths-jones@severntrent.co.uk](mailto:sarah.griffiths-jones@severntrent.co.uk)

#### **Telephone**

+44 2477716919

#### **Country**

United Kingdom

**Region code**

UKG33 - Coventry

**Companies House**

02366686

**Internet address(es)**

Main address

[www.stwater.co.uk](http://www.stwater.co.uk)

**I.1) Name and addresses**

HAFREN DYFRDWY CYFYNGEDIG

Wrexham

LL14 4EH

**Email**

[sarah-griffiths-jones@severntrent.co.uk](mailto:sarah-griffiths-jones@severntrent.co.uk)

**Country**

United Kingdom

**Region code**

UKL - Wales

**Companies House**

03527628

**Internet address(es)**

Main address

[WWW.HDCYMRU.CO.UK](http://WWW.HDCYMRU.CO.UK)

## **I.2) Information about joint procurement**

The contract involves joint procurement

## **I.3) Communication**

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

<https://discovery.riba.com/rfx/22478892>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://discovery.riba.com/rfx/22478892>

## **I.6) Main activity**

Water

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## **Section II: Object**

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

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

Media Buying Agency Tender

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

- 79340000 - Advertising and marketing services

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

Services

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

This tender process is for the provision of Media Buying Agency Services. The Utilities are seeking to appoint one media buying agency

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

Value excluding VAT: £4,000,000

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

This contract is divided into lots: No

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

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

NUTS codes

- UK - United Kingdom

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

The Utilities seek to appoint an agency who can use a wide range of media to reach a target audience for the lowest cost. The agency must be able to provide research and insight services and capable of demonstrating an understanding of demographics and the media landscape.

#### **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

No

**II.2.10) Information about variants**

Variants will be accepted: Yes

**II.2.11) Information about options**

Options: Yes

Description of options

2 x 1 year extensions

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

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

Date

24 March 2025

Local time

11:59pm

#### **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 invoicing will be accepted

Electronic payment will be used

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

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

Severn Trent Water Limited

Coventry

CV1 2LZ

Country

United Kingdom