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Tender

Media Buying Agency Tender

SEVERN TRENT WATER LIMITED
HAFREN DYFRDWY CYFNGEDIG

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

Telephone

+44 2477716919

Country

United Kingdom

Region code

UKG33 - Coventry

Companies House

02366686

Internet address(es)

Main address

www.stwater.co.uk

I.1) Name and addresses

HAFREN DYFRDWY CYFNGEDIG

Wrexham

LL14 4EH

Email

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

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.ariba.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.ariba.com/rfx/22478892>

I.6) Main activity

Water

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

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

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