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Tender

Creative Agency

THAMES WATER UTILITIES LIMITED

F05: Contract notice – utilities

Notice identifier: 2022/S 000-012003

Procurement identifier (OCID): ocds-h6vhtk-033580

Published 9 May 2022, 2:35pm

Section I: Contracting entity

I.1) Name and addresses

THAMES WATER UTILITIES LIMITED

Reading

Email

procurement.support.centre@thameswater.co.uk

Country

United Kingdom

Region code

UKJ11 - Berkshire

Internet address(es)

Main address

<https://www.thameswater.co.uk/about-us/our-suppliers/procurement>

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

<https://www.thameswater.co.uk/about-us/our-suppliers/procurement>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.thameswater.co.uk/about-us/our-suppliers/procurement>

I.6) Main activity

Water

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Creative Agency

Reference number

FA1629

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

Thames Water are looking for a creative agency to create and deliver innovative and engaging content which is customer centric and supports the overall strategy to improve customer perception, in turn improving our C-MeX and NPS performance

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKI - London
- UKJ - South East (England)

Main site or place of performance

Whole of TW Region

II.2.4) Description of the procurement

Thames Water are seeking a creative agency partner to create and deliver innovative and engaging content which is customer centric and supports the overall strategy to improve customer perception, in turn improving our C-MeX and NPS performance. The selected provider will be expected to offer a full creative agency service including but not limited to campaign strategy, content provision, brand & marketing strategy covering our brand building and behavioural change campaigns throughout the annual calendars.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £6,000,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

96

This contract is subject to renewal

Yes

Description of renewals

Thames Water envisages that the contract will be awarded for an initial term of 3 years with options to extend up to a maximum duration of 8 years.

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 7

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: Yes

Description of options

Thames Water envisages that the contract will be awarded for an initial term of 3 years with options to extend annually up to a maximum duration of 8 years. Thames Water will ask for options regarding commercial structure

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.4) Objective rules and criteria for participation

List and brief description of rules and criteria

As detailed in section VI.3 and PQQ.

III.1.6) Deposits and guarantees required

Bonds and/or parent company guarantees of performance and financial standing may be required.

III.1.7) Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

Specified in Invitation to Negotiate Document.

III.1.8) Legal form to be taken by the group of economic operators to whom the contract is to be awarded

Consortia may be required to form a legal entity prior to award

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 May 2022

Local time

12:00pm

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 payment will be used

VI.3) Additional information

All suppliers who wish to respond to this OJEU notice must request a pre-qualification questionnaire (PQQ) by using the web link in

Section I.3 (www.thameswater.co.uk/procurement)

From your response to the link in Section I.3 or above, Thames Water's Procurement Support Centre will send you an email providing login details for our eSourcing system (i.e. IASTA Smartsource). To complete the PQQ you will need to login to IASTA Smartsource.

If the project requires it, you will receive an additional and separate survey to complete for Data Protection.

Note - The client may be Thames Water Utilities Limited or another company within the Kemble Water group structure.

VI.4) Procedures for review

VI.4.1) Review body

Thames Water Utilities Limited

Reding

Country

United Kingdom