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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](mailto: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

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## **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

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## **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

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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 May 2022

Local time

12:00pm

#### **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 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](http://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

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Country

United Kingdom