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Tender

Provision of Media Buying

Scottish Water

F05: Contract notice – utilities

Notice identifier: 2026/S 000-014771

Procurement identifier (OCID): ocds-h6vhtk-065712

Published 18 February 2026, 1:18pm

Section I: Contracting entity

I.1) Name and addresses

Scottish Water

The Bridge, 6 Buchanan Gate, Stepps

Glasgow

G33 6FB

Contact

Amy Phillips

Email

amy.phillips@scottishwater.co.uk

Country

United Kingdom

Region code

UKM - Scotland

Internet address(es)

Main address

<https://www.scottishwater.co.uk/>

Buyer's address

<https://www.scottishwater.co.uk/>

I.3) Communication

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

https://atamis-scottishwater.my.salesforce-sites.com/ProSpend__CS_PublicLandingPage?SearchType=Projects

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

https://atamis-scottishwater.my.salesforce-sites.com/ProSpend__CS_PublicLandingPage?SearchType=Projects

Tenders or requests to participate must be submitted to the above-mentioned address

I.6) Main activity

Water

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of Media Buying

Reference number

SW26/CON/1540

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Scottish Water is establishing a framework for Media Planning and Buying Services to support paid advertising and communications across Scotland. The appointed supplier will work in partnership with Scottish Water to identify, plan, buy, manage, and evaluate media activity across national and regional audiences. Services will span TV/On Demand, audio including radio, digital, social, out of home, and press.

The supplier will provide expert media planning advice, high performing media schedules, campaign setup and optimisation, and full monitoring, reporting, and insights. They will also offer value added services such as audience profiling, industry and competitor analysis, account management, and production of digital, social, and radio advertising assets. Close collaboration with Scottish Water's Corporate Affairs team and other departments is required to support proactive and reactive communication needs.

II.1.5) Estimated total value

Value excluding VAT: £17,600,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

Main site or place of performance

Scotland Wide

II.2.4) Description of the procurement

Scottish Water provide vital water and waste water services, essential to daily life, to over 2.6 million households and more than 160,000 business premises across Scotland, and therefore need to be able to plan and carry out paid-for advertising/comms which have the scope to reach and engage with customers at both a pan-Scotland level and a regional/local level. In order to identify, plan and use the most effective platforms/channel mix to reach the target customer audience/base Scottish Water would like to source a framework for the supply of Media Planning & Buying Services that reflects a full range of media planning and buying capabilities underpinned by flexible, reliable, cost effective and customer focused service.

The scope of the contract is to work in partnership with Scottish Water, supplying the media planning and buying services, which will include:

- providing high quality technical advice and proposals for the most effective platforms and advertising/media channel mix to be considered for the campaign paid-for advertising activity
- proposing media schedules which will deliver effective/high performing campaigns at both national (Scotland-wide) and/or regional/local level that offer Scottish Water the maximum potential reach, engagement and value.
- providing monitoring, evaluation, campaign analysis & insights and reporting pre, during and post any campaign/advertising activity.

The media buying services will be for both proactive and reactive activity and will include, but are not limited to, campaign/advertising activities across the following platforms/channels:

- AV including TV and On Demand services
- Audio including Radio
- Digital
- Social
- Out Of Home
- Press

It is expected that the selected supplier will work closely with the Corporate Affairs team as the primary contact but will also be able to maintain and manage relationships and

work independently with other Scottish Water departments who are considering a paid-for advertising media schedule to deliver either proactive and/or reactive comms activity as appropriate. The supplier will be expected to provide a number of value added services to SW including but not limited to:-

- Industry-specific market analysis, updates and advice and provision of information including competitor monitoring, consumer, industry and channel analysis and insight
- Reporting & insights (pre, during and post campaign/advertising analysis activity)
- Dedicated Account Manager
- Audience profiling
- Planning, buying and management of all media proposed
- Optimisation and management including set up of campaigns/advertising activity (inclusive of ASBOF levy and any media commission/copyright licence, but excluding ad-serving if required)
- Management of SW account, including all meetings, travel and expenses in the servicing of the account.
- Ability to create, set up and deliver digital and social adverts
- Ability to source voiceover artists, produce and deliver finalised radio adverts (including appropriate RACC clearance) and supply final file to radio station

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: £17,600,000

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

Duration in months

96

This contract is subject to renewal

No

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

Envisaged number of candidates: 4

II.2.10) Information about variants

Variants will be accepted: No

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

To access the following opportunity, please register using the following link: https://atamis-scottishwater.my.salesforce-sites.com/ProSpend__CS_PublicLandingPage?SearchType=Projects

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.1.4) Objective rules and criteria for participation

List and brief description of rules and criteria

See Procurement Documents or further information

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

See Procurement Documents or further information

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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

Date

23 March 2026

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 invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

To access this opportunity, please register using the following link: https://atamis-scottishwater.my.salesforce-sites.com/ProSpend__CS_PublicLandingPage?SearchType=Projects

VI.4) Procedures for review

VI.4.1) Review body

Glasgow Sheriff Court

1 Carlton Place

Glasgow

G5 9DA

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Scottish Water

The Bridge, 6 Buchanan Gate, Stepps

Glasgow

G33 6FB

Email

help@scottishwater.co.uk

Country

United Kingdom

Internet address

<https://www.scottishwater.co.uk/>