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Tender

## **Advertising**

ANGLIAN WATER SERVICES LIMITED

F04: Periodic indicative notice – utilities

Call for competition

Notice identifier: 2022/S 000-019001

Procurement identifier (OCID): ocids-h6vhtk-0350e2

Published 12 July 2022, 10:17am

## **Section I: Contracting entity**

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

ANGLIAN WATER SERVICES LIMITED

Lancaster House Lancaster Way, Ermine Business Park

HUNTINGDON

PE296XU

#### **Contact**

Alice Bradley

#### **Email**

[abradley@anglianwater.co.uk](mailto:abradley@anglianwater.co.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKH12 - Cambridgeshire CC

**Internet address(es)**

Main address

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

**I.3) Communication**

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

<https://esourcing.scanmarket.com/publicevents/list?comId=3004&ccsum=57aa08f02740e2c172f509ae0fa4807a&type=all>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://esourcing.scanmarket.com/publicevents/list?comId=3004&ccsum=57aa08f02740e2c172f509ae0fa4807a&type=all>

**I.6) Main activity**

Water

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**Section II: Object**

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

**II.1.1) Title**

Advertising

Reference number

2020 0050

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

## Services

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

This is a prior information notice to establish if there is market interest for a future tender for Water Industry Creative Advertising Campaign requirements.

In the last year Anglian Water have been evolving their communications strategy to help customers understand more about the work we do. In order to reach more customers a range of channels are in consideration, now including TV.

Anglian Water regularly review the role of communications and the influence that can, or cannot be, had on business performance. The channels to use within the communication strategy evolves dependent on insight and need following review of performance results. This does mean there is a level of ambiguity and flexibility required on an ongoing basis on what support may be required from an agency. Considering this, if you participate in a tender process and are awarded to, you will be one of a group of agencies who will bid for any work available, and as a result there is no guarantee work.

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

Value excluding VAT: £1,000,000

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

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKH1 - East Anglia

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

The requirement is detailed below ;

As a purpose driven business, we not only have to deliver on our regulatory performance commitments, but we must also meet the needs of our customers, the region we serve

and our commitment to the environment. As part of our communications strategy, we have a number of core objectives which including reaching as many people with our messages about what we do, both in terms of the service we provide and in addition those times where we go above and beyond by delivering against our purpose.

In order to reach more people, our communication channels of choice can flex dependent on performance results and evolving requirements. This also can include TV advertising should we need it. We have produced two creative advertising campaigns, including TV, to date and should it be successful, more work may be required. This would always need to be part of a wider narrative and based on a core creative idea. Strategic input and creative flair are what we would expect from any agency. Anglian Water requires the ability to call upon professional agencies with the right expertise to create a strategic vision, create compelling storytelling and enable execution should we need to at any point in the future.

We are looking to contract with creative agencies that specialises in not only TV advertising but those who can produce TV alongside social media, print, radio and other communication channels. If the agency is not able to provide these other communication services, alongside the TV, themselves, there must be means for them to create and manage it externally with other agencies.

#### **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: £1,000,000

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

Duration in months

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## **Section IV. Procedure**

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

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

Negotiated procedure with prior call for competition

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

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 3

In the case of framework agreements, provide justification for any duration exceeding 8 years:

N/A

#### **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 the receipt of applications for an invitation to tender or to negotiate**

Date

31 December 2022

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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## **Section VI. Complementary information**

### **VI.3) Additional information**

This PIN is being used to help Anglian Water understand what the interest would be in a procurement exercise for our potential TV and creative advertising requirements.

Any decision to produce advertising would be approved at senior level due to the high spend, and as a result, is addressed depending on the ongoing and ever changing CMEX (Customer Measure of Experience) results. If our CMEX scores do not reflect the need for an advertising campaign during the framework term, no work will be produced.

To note, the customer measure of experience (CMEX) is a mechanism designed to incentivise water companies to provide residential customers with excellent levels of service.

Further details can be found here ;

<https://www.ofwat.gov.uk/regulated-companies/company-obligations/customer-experience/>

Suggested Term :

3 years, plus five options of one year to extend at Anglian Waters discretion

Framework Agreement :

The aim is to have three agencies on the framework, and each will be briefed and then bid on all TV advertising creative content.

Please click on the link on our public Scanmarket page for the event, in order to respond to this PIN, ensuring you read all documents attached to the event with further guidance.

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

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

Anglian Water Services

Huntingdon

Country

United Kingdom