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Contract

Creative Agency

THAMES WATER UTILITIES LIMITED

F06: Contract award notice – utilities

Notice identifier: 2022/S 000-025272

Procurement identifier (OCID): ocds-h6vhtk-033580

Published 8 September 2022, 3:52pm

Section I: Contracting entity

I.1) Name and addresses

THAMES WATER UTILITIES LIMITED

Reading

RG1 8DB

Contact

Thames Water

Email

procurement.support.centre@thameswater.co.uk

Country

United Kingdom

Region code

UKJ11 - Berkshire

Companies House

02366661

Internet address(es)

Main address

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

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.2.11) 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 up to a maximum duration of 8 years.

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

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.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-012003](#)

Section V. Award of contract

Contract No

VCCP Group LLP

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

30 September 2021

V.2.2) Information about tenders

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

VCCP Group LLP

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

OC370529

The contractor is an SME

No

Section VI. Complementary information

VI.3) Additional information

**** Please note, this is a Contract Award Notice ****

All suppliers who wish to respond to this contract 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 Reading

Reading

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

Thames Water Utilities Limited will incorporate a standstill period at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into.

The Utilities Contracts Regulations 2016 (SI 2016 No 274) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland).