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Tender

## **Communications and Advertising Framework**

Southern Water Services Ltd.

F05: Contract notice – utilities

Notice identifier: 2021/S 000-031326

Procurement identifier (OCID): ocds-h6vhtk-0301d5

Published 15 December 2021, 10:45pm

### **Section I: Contracting entity**

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

Southern Water Services Ltd.

Southern House, Yeoman Road

Worthing

BN13 3NX

#### **Email**

[Kirsty.Lodge@southernwater.co.uk](mailto:Kirsty.Lodge@southernwater.co.uk)

#### **Telephone**

+44 1903264444

#### **Country**

United Kingdom

#### **NUTS code**

UKJ - South East (England)

**Internet address(es)**

Main address

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

**I.3) Communication**

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

<https://southernwater.bravosolution.co.uk/web/login.html>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://southernwater.bravosolution.co.uk/web/login.html>

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

**I.6) Main activity**

Water

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## **Section II: Object**

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

#### **II.1.1) Title**

Communications and Advertising Framework

Reference number

prj\_2459

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

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

Southern Water Services (SWS) is in a rapid state of transformation. To support this, there is a need to put in place different contracts to assist the SWS Communications team in the provision of communications services through a new multi-lot framework. Due to the wide range of requirements, this framework will be split into five lots, with a differing number of service providers being awarded a place on the framework under each of the lots.

The five lots which form the tender are listed below. Service providers will be able to submit responses to more than one of the lots, based on their skills and capabilities;

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

Value excluding VAT: £12,800,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 5

## **II.2) Description**

### **II.2.1) Title**

Strategic Communications

Lot No

1

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

- 79416200 - Public relations consultancy services

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

NUTS codes

- UKJ - South East (England)

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

Services will include but not restricted to:

Public relations services / political lobbying

Employee/stakeholder engagement, strategy and change

Corporate reputation

Crisis communications

Regulatory reports and planning services

### **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: £2,600,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

Options to extend up to a further 48 months. The value can not be determined at this time.  
Total 8 years

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

Envisaged minimum number: 5

Maximum number: 7

Objective criteria for choosing the limited number of candidates:

Pre-Qualification stage will rank suppliers as per the  
criteria set out in the Instruction and Invitation To  
Tender (IITT).

### **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) Description**

### **II.2.1) Title**

Full Service Campaign Support

Lot No

2

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKJ - South East (England)

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

Services will include, but not be restricted to:

Full service campaigns, made up of the following:

Marketing strategy development

Creative for campaigns

Digital marketing and social media

Direct marketing

Internet/website/social media support

Print management and direct mail

Partnership marketing

Budgetary management

Agencies will provide a full service offering

### **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

48

This contract is subject to renewal

Yes

Description of renewals

Options to extend up to a further 48 months. The value can not be determined at this time.  
Total 8 years

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

Envisaged minimum number: 5

Maximum number: 7

Objective criteria for choosing the limited number of candidates:

Pre-Qualification stage will rank suppliers as per the criteria set out in the Instruction and Invitation To Tender (IITT).

### **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) Description**

### **II.2.1) Title**

Radio Advertising

Lot No

3

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

- 79341000 - Advertising services

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

NUTS codes

- UKJ - South East (England)

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

The agency will provide radio advertising services, either in-house or through sub-contracting to other agencies.

The services listed below are examples of the types of services provided. This is not an exhaustive list.

Planning and execution of radio campaigns, covering all of Southern Water's water and wastewater region.

Ad scheduling

Events/sponsorship

On-air promotions

Recruitment advertising

Audio Production – including:

Producing radio fillers, podcasts, editorial for broadcast

Large and small scale production requirements (e.g. high production value radio/podcasts).

#### **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: £1,600,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

An initial period of 4 years with option to renew for a period or periods, of up to 4 years (total 8 year

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

Envisaged minimum number: 3

Maximum number: 5

Objective criteria for choosing the limited number of candidates:

Pre-Qualification stage will rank suppliers as per the criteria set out in the Instruction and Invitation To Tender (IITT).

#### **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) Description**

#### **II.2.1) Title**

Press and Print Advertising

Lot No

4

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

- 79341000 - Advertising services

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

NUTS codes

- UKJ - South East (England)

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

Services will include, but not be restricted to:

Placing notices in local and regional newspapers, magazines and via outlet's social media channels, both print and digital, targeting both niche and broader markets, in a variety of sizes.

The supplier should have the ability to advertise in an array of different newspaper or publications and social channels that cover both local and regional areas across Southern Water's water and wastewater region.

Advertisement design and placement

Manage and deliver digital marketing campaigns via owned or earned channels

Targeted door-to-door distribution (optional)

#### **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: £600,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

An initial period of 4 years with option to renew for a period or periods, of up to 4 years (total 8 years)

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

Envisaged minimum number: 3

Maximum number: 5

Objective criteria for choosing the limited number of candidates:

Pre-Qualification stage will rank suppliers as per the criteria set out in the Instruction and Invitation To Tender (IITT).

**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) Description**

**II.2.1) Title**

Television and Film Creative & Production

Lot No

5

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

- 92221000 - Television production services

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

NUTS codes

- UKJ - South East (England)

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

Agencies are able to offer development and production services on a standalone basis.

Agencies are invited to bid based on capability to provide, assist, build and decision support one or more of the following services:

Brand content

Strategy and creative

Moving picture and video production – including but not limited to:

Promotional films, online content, interviews

Production requirements, including storyboarding, casting, filming, editing, colour grading, and audio mixing.

End-to-end management of TV ad production and approvals, including clearcast process.

Animation and motion graphics

### **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: £2,000,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

An initial period of 4 years with option to renew for a period or periods, of up to 4 years (total 8 years)

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

Envisaged minimum number: 6

Maximum number: 8

Objective criteria for choosing the limited number of candidates:

Pre-Qualification stage will rank suppliers as per the criteria set out in the Instruction and Invitation To Tender (IITT).

**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

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

As described in the procurement documents

#### **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

Shortlisting will be conducted at PQQ stage and tenderers invited as detailed in the procurement documents

#### **III.1.6) Deposits and guarantees required**

N/A

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

Minimum financial requirements are stated within the PQQ

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

The successful partners, whether being a single contractor, prime contractor (which may be an existing

company or special purpose vehicle) or consortium, will be required to be a single legal entity

### **III.2) Conditions related to the contract**

### **III.2.2) Contract performance conditions**

As described in the procurement documents

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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: 15

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

N/A 8 year framework only

#### **IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

#### **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 January 2022

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected**

**candidates**

21 February 2022

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

English

**IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

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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 invoicing will be accepted

Electronic payment will be used

**VI.3) Additional information**

Submission of expression of interest and procurement specific information: This procurement exercise will be conducted on the BravoSolution e-procurement portal at:

<https://southernwater.bravosolution.co.uk/> Candidates wishing to be considered for this contract must

register their expression of interest and provide additional procurement specific information through the

portal as follows: i) Candidates should register on the BravoSolution e-procurement portal at:

<https://southernwater.bravosolution.co.uk/> ii) Once registered, candidates must express their interest as

follows: a) login to the portal; b) select 'View current opportunities and notices'; c) access

the listing

related to this framework d) click on Express Interest

button; iii) Once you have expressed interest, please complete the PQQ. You must then publish your

reply using the publish button; iv) For any support in submitting your expression of interest please

contact the eTendering help desk at. 0800 368 4850 or [help@bravosolution.co.uk](mailto:help@bravosolution.co.uk)

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

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

Southern Water Services Limited

Worthing

Country

United Kingdom

### **VI.4.4) Service from which information about the review procedure may be obtained**

Southern Water Services Limited

Southern House, Yeoman Road

Worthing

BN13 3NX

Country

United Kingdom