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Contract

Communications and Advertising Framework

Southern Water Services

F06: Contract award notice – utilities

Notice identifier: 2022/S 000-036027

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

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Section I: Contracting entity

I.1) Name and addresses

Southern Water Services

Southern House

Worthing

BN13 3NX

Email

Sourcing.Team.Procurement@southernwater.co.uk

Telephone

+44 1903264444

Country

United Kingdom

Region code

UKJ2 - Surrey, East and West Sussex

Internet address(es)

Main address

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

I.6) Main activity

Water

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 was 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 formed the framework are listed below.

II.1.6) Information about lots

This contract is divided into lots: Yes

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.2.11) 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

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.2.11) 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.2.11) 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.2.11) 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

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: [2021/S 000-031326](#)

IV.2.9) Information about termination of call for competition in the form of a periodic indicative notice

The contracting entity will not award any further contracts based on the above periodic indicative notice

Section V. Award of contract

Contract No

1

Lot No

1

Title

Lot 1 - Strategic Communications

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 September 2022

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received by electronic means: 7

Section V. Award of contract

Contract No

2

Lot No

1

Title

Lot 1 - Strategic Communications

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 September 2022

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received by electronic means: 7

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

V.2.3) Name and address of the contractor

Create 51 Ltd

Storrington

Country

United Kingdom

NUTS code

- UKJ - South East (England)

The contractor is an SME

Yes

Section V. Award of contract

Contract No

3

Lot No

1

Title

Lot 1 - Strategic Communications

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 September 2022

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received by electronic means: 7

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

V.2.3) Name and address of the contractor

Built Environment Communications Group Limited

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

No

Section V. Award of contract

Contract No

4

Lot No

1

Title

Lot 1 - Strategic Communications

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 September 2022

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received by electronic means: 7

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

V.2.3) Name and address of the contractor

Dentons Global Advisors UK Ltd

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

No

Section V. Award of contract

Contract No

5

Lot No

1

Title

Lot 1 - Strategic Communications

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 September 2022

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received by electronic means: 7

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

V.2.3) Name and address of the contractor

Portland PR Limited

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

No

Section V. Award of contract

Contract No

6

Lot No

2

Title

Lot 2 - Full Service Campaign Support

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 August 2022

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received by electronic means: 8

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

V.2.3) Name and address of the contractor

Mediaworks UK Limited

Gateshead

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

No

Section V. Award of contract

Contract No

7

Lot No

2

Title

Lot 2 - Full Service Campaign Support

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 August 2022

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received by electronic means: 8

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

V.2.3) Name and address of the contractor

Oliver and Graimes Design Associates Limited

Hove

Country

United Kingdom

NUTS code

- UKJ - South East (England)

The contractor is an SME

Yes

Section V. Award of contract

Contract No

8

Lot No

2

Title

Lot 2 - Full Service Campaign Support

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 August 2022

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received by electronic means: 8

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

V.2.3) Name and address of the contractor

Impero Design Ltd

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

Section V. Award of contract

Contract No

9

Lot No

2

Title

Lot 2 - Full Service Campaign Support

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 August 2022

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received by electronic means: 8

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

V.2.3) Name and address of the contractor

Built Environment Communications Group Limited

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

No

Section V. Award of contract

Contract No

10

Lot No

3

Title

Lot 3 - Radio Advertising

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 September 2022

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

Bauer Radio Limited

Peterborough

Country

United Kingdom

NUTS code

- UKF - East Midlands (England)

The contractor is an SME

No

Section V. Award of contract

Contract No

11

Lot No

4

Title

Lot 4 - Press and Print Advertising

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

6 September 2022

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

Newsquest Media Group Ltd

High Wycombe

Country

United Kingdom

NUTS code

- UKF - East Midlands (England)

The contractor is an SME

Yes

Section V. Award of contract

Contract No

12

Lot No

5

Title

Lot 5 - TV and Film Creative and Production

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

26 September 2022

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

Mediaworks UK Limited

Gateshead

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

No

Section V. Award of contract

Contract No

13

Lot No

5

Title

Lot 5 - TV and Film Creative and Production

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

26 September 2022

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

Built Environment Communications Group Limited

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

No

Section V. Award of contract

Contract No

14

Lot No

5

Title

Lot 5 - TV and Film Creative and Production

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

29 November 2022

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

Bold Content Video Limited

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Southern Water Services

Worthing

Country

United Kingdom