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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

Published 20 December 2022, 12:45pm

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

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

Southern Water Services

Southern House

Worthing

BN13 3NX

#### **Email**

[Sourcing.Team.Procurement@southernwater.co.uk](mailto: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

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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 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

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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

#### **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

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## **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

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## **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

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## **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

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## **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

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## **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

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## **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

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## **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

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## **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

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## **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

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## **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

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**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

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**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

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**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

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## **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

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## **Section VI. Complementary information**

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

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

Southern Water Services

Worthing

Country

United Kingdom