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Tender

## **Campaign and Corporate Reporting Agency**

Scottish Water

F05: Contract notice – utilities

Notice identifier: 2024/S 000-037949

Procurement identifier (OCID): ocds-h6vhtk-04be49

Published 25 November 2024, 9:45am

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

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

Scottish Water

Stepps

Glasgow

G33 6FB

#### **Contact**

Callum Donachie

#### **Email**

[callum.donachie@scottishwater.co.uk](mailto:callum.donachie@scottishwater.co.uk)

#### **Telephone**

+44 7702623758

#### **Country**

United Kingdom

**Region code**

UKM - Scotland

**Internet address(es)**

Main address

[www.scottishwater.co.uk](http://www.scottishwater.co.uk)

Buyer's address

[www.scottishwater.co.uk](http://www.scottishwater.co.uk)

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

[https://atamis-scottishwater.my.salesforce-sites.com/ProSpend\\_\\_CS\\_PublicLandingPage?SearchType=Projects](https://atamis-scottishwater.my.salesforce-sites.com/ProSpend__CS_PublicLandingPage?SearchType=Projects)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[https://atamis-scottishwater.my.salesforce-sites.com/ProSpend\\_\\_CS\\_PublicLandingPage?SearchType=Projects](https://atamis-scottishwater.my.salesforce-sites.com/ProSpend__CS_PublicLandingPage?SearchType=Projects)

**I.6) Main activity**

Water

## **Section II: Object**

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

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

Campaign and Corporate Reporting Agency

Reference number

SW24/CON/1490

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

- 79340000 - Advertising and marketing services

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

Services

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

Scottish Water are looking to procure a Campaign and Corporate Reporting Agency.

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

Value excluding VAT: £6,400,000

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

This contract is divided into lots: No

### **II.2) Description**

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

NUTS codes

- UKM - Scotland

Main site or place of performance

Scotland

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

Scottish Water are looking to procure a Campaign and Corporate Reporting Agency.

This procurement seeks a supplier to deliver:

- Behaviour change campaigns – from strategy through to delivery and working with the SW team on evaluation; applying learnings for next phase.
- Public information campaigns – from strategy through to delivery and working with SW team on evaluation; applying learnings for next phase.
- Creative solutions for sponsorships and event activation – interactive and facilitating community engagement discussions.
- Creating and developing in line with brand/ campaign strategy corporate publications (such as annual and interim P&P; net zero annual update; and other publications as directed).
- Direct marketing content creation and delivery.
- Strategic counsel and advice to senior team.
- Support the campaign website [www.yourwateryourlife.co.uk](http://www.yourwateryourlife.co.uk) , using digital tools to aid behaviour change, evaluation and adaptation of site to reflect changes in tech solutions and accessibility requirements.
- Brand guardians to deliver work in line with SW look, feel and tone of voice.
- Production and supply of content and assets to publishers/stations/social media servers.
- Support creation / production of products for change and other merchandise.

#### **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: £6,400,000

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

Duration in months

96

This contract is subject to renewal

No

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

Envisaged minimum number: 5

#### **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.1.2) 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

See procurement documents for further information

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

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

See Procurement Documentation for further information

## **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 a single operator

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

17 January 2025

Local time

12:00pm

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

English

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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 ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

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

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

Glasgow Sheriff Court

1 Carlton Place

Glasgow

G5 9DA

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

Scottish Water

The Bridge, 6 Buchanan Gate, Steps

Glasgow

G33 6FB

Email

[help@scottishwater.co.uk](mailto:help@scottishwater.co.uk)

Country

United Kingdom

Internet address

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