

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/040601-2024>

Tender

## **Advertising Creative Agency**

AFFINITY WATER LIMITED

F05: Contract notice – utilities

Notice identifier: 2024/S 000-040601

Procurement identifier (OCID): ocds-h6vhtk-04c8bd

Published 17 December 2024, 1:50pm

## **Section I: Contracting entity**

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

AFFINITY WATER LIMITED

Tamblin Way

HATFIELD

AL109EZ

### **Contact**

Alison Winser

### **Email**

[alison.winsor@affinitywater.co.uk](mailto:alison.winsor@affinitywater.co.uk)

### **Telephone**

+44 7776212173

**Country**

United Kingdom

**Region code**

UKH23 - Hertfordshire

**Companies House**

02546950

**Internet address(es)**

Main address

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

**I.3) Communication**

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

<https://in-tendhost.co.uk/affinitywater.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/affinitywater.aspx/Home>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://in-tendhost.co.uk/affinitywater.aspx/Home>

**I.6) Main activity**

Water

---

## **Section II: Object**

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

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

Advertising Creative Agency

Reference number

C-04230

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

- 79340000 - Advertising and marketing services

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

Services

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

Services relating to advertising creative including:

- Brand narrative, strategy and planning
- Brand positioning and architecture
- Advertising creative
- Advertising production (TV and radio)
- Digital content and video production
- Social media advertising
- Behaviour change

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

Value excluding VAT: £500,000

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

This contract is divided into lots: No

## **II.2) Description**

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

- 79342000 - Marketing services

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

NUTS codes

- UKJ - South East (England)

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

All services relating to advertising creative including:

- Brand narrative, strategy and planning
- Brand positioning and architecture
- Advertising creative
- Advertising production (TV and radio)
- Digital content and video production
- Social media advertising
- Behaviour change

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

This contract is subject to renewal

Yes

Description of renewals

Up to 2 years extension

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

---

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **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

10 January 2025

Local time

1:00pm

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

13 January 2025

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

English

---

## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

Affinity Water Ltd

Hatfield

AL10 9EZ

Country

United Kingdom