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Contract

Media Buying Agency Services

SEVERN TRENT WATER LIMITED

F06: Contract award notice – utilities

Notice identifier: 2025/S 000-046361

Procurement identifier (OCID): ocids-h6vhtk-04e3b9

Published 6 August 2025, 9:03am

Section I: Contracting entity

I.1) Name and addresses

SEVERN TRENT WATER LIMITED

Severn Trent Centre

Coventry

CV12LZ

Contact

s griffiths-jones

Email

sarah.griffiths-jones@severntrent.co.uk

Telephone

+44 2477716919

Country

United Kingdom

Region code

UK - United Kingdom

Companies House

02366686

Internet address(es)

Main address

www.stwater.co.uk

I.6) Main activity

Water

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Buying Agency Services

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

This tender process was for the provision of Media Buying Agency Services and to appoint one media buying agency.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £4,000,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

To appoint an agency who can use a wide range of media to reach a target audience for the lowest cost. The agency must be able to provide research and insight services, and be capable of demonstrating an understanding of demographics and the media landscape.

II.2.5) Award criteria

Quality criterion - Name: Creative brief / Weighting: 65

Quality criterion - Name: Contractual compliance / Weighting: 5

Price - Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

2 x 1 year extensions

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.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-005756](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 March 2025

V.2.2) Information about tenders

Number of tenders received: 4

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

V.2.3) Name and address of the contractor

REPUBLIC OF MEDIA LIMITED.

Manchester

M27AQ

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

07898268

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £4,000,000

Total value of the contract/lot: £4,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Severn Trent Water Limited

Coventry

CV1 2LZ

Country

United Kingdom