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Not applicable

## **Customer Valuation and Insights PR24 Framework**

YORKSHIRE WATER SERVICES LIMITED

F14: Notice for changes or additional information

Notice identifier: 2021/S 000-004991

Procurement identifier (OCID): ocids-h6vhtk-0290b3

Published 11 March 2021, 7:26pm

### **Section I: Contracting authority/entity**

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

YORKSHIRE WATER SERVICES LIMITED

Western House, Western Way, Buttershaw

BRADFORD

BD62SZ

#### **Contact**

Tara Taylor

#### **Email**

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#### **Telephone**

+44 7791817350

#### **Country**

United Kingdom

**NUTS code**

UKE - Yorkshire and the Humber

**Internet address(es)**

Main address

<https://www.yorkshirewater.com/>

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

Customer Valuation and Insights PR24 Framework

#### II.1.2) Main CPV code

- 79300000 - Market and economic research; polling and statistics

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

As a business, Yorkshire Water Services (YWS) is regulated by Ofwat and as such, Ofwat conducts Price Reviews every five years to ensure our customer's needs and interests are being met, as well as our legal, environmental and social obligations. The last two Ofwat Price Reviews have placed a particularly strong emphasis on the role of customer engagement. Ofwat expects companies to listen to their customers to understand their preferences and priorities and reflect these in all aspects of their business operations, including their business plans. Customer engagement is considered as important as the daily services YWS provides to its customers by Ofwat, and YWS anticipates more customer research than ever before over this next AMP period. With the 2024 Price Review (PR24) on the horizon, YWS is looking to appoint a number of experienced market research agencies and consultancies to support YWS with business readiness and customer engagement across two separate tender Lots. LOT 1 - Customer Valuation (Willingness to Pay/Stated Preference/Revealed Preference Study). A consultant led study designed to provide a customer driven economic valuation of the services YWS offer (Willingness to Pay). Estimated Total for Lot 1 = between £220,000 - £400,000 Term: The initial term is 18 months, with an option to extend for a further 12 months. LOT 2 - Insights PR24 Framework. Framework designed to support the delivery of small to large scale market research projects to inform YWS' Ofwat 2024 Price Review (PR24) and support with business as usual activities. Estimated total for Lot 2 = £1.3 - 1.5m Term: The initial term is 48 months, with an option to extend for a further 12 months. Further details for both Lots can be found in the relevant Lot section of this notice.

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## Section VI. Complementary information

### VI.6) Original notice reference

Notice number: [2021/S 000-002380](#)

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## Section VII. Changes

### VII.1.2) Text to be corrected in the original notice

Section number

IV.2.2

Instead of

Date

8 March 2021

Local time

4:00pm

Read

Date

12 March 2021

Local time

4:00pm