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Contract

## Market Research & Insights

THAMES WATER UTILITIES LIMITED

F06: Contract award notice – utilities

Notice identifier: 2024/S 000-007034

Procurement identifier (OCID): ocds-h6vhtk-03e458

Published 5 March 2024, 2:19pm

## Section I: Contracting entity

### I.1) Name and addresses

THAMES WATER UTILITIES LIMITED

Reading

RG18DB

### Contact

Thames Water

### Email

[procurement.support CENTRE@thameswater.co.uk](mailto:procurement.support CENTRE@thameswater.co.uk)

### Country

United Kingdom

### Region code

UKJ11 - Berkshire

## **Companies House**

02366661

## **Internet address(es)**

Main address

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

## **I.6) Main activity**

Water

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## **Section II: Object**

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

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

Market Research & Insights

Reference number

FA1979

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

- 79310000 - Market research services

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

Services

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

Thames Water wants to appoint a panel of Companies that can provide Market Research & Customer insights services to Thames Water, these insights will be used by Thames Water to influence business decisions. Successful bidders will form an approved panel and will have the opportunity to complete a variety of works over the contract duration.

Thames Water makes no commitment to the contract value as these will vary year on year, and most works will be awarded following mini-competitions amongst panel members.

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

This contract is divided into lots: No

## **II.2) Description**

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

- 73000000 - Research and development services and related consultancy services
- 79300000 - Market and economic research; polling and statistics

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

NUTS codes

- UKI - London
- UKJ - South East (England)

Main site or place of performance

Whole of Thames Water Region

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

Thames Water wants to appoint a panel of Companies that can provide Market Research & Customer insights services to Thames Water, these insights will be used by Thames Water to influence business decisions. Successful bidders will form an approved panel and will have the opportunity to complete a variety of works over the contract duration.

Work will be mini-competed between awarded bidders.

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

Options: 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.1.8) 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: [2023/S 000-021143](#)

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## **Section V. Award of contract**

### **Contract No**

FA1979

### **Title**

Market Research & Insights

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

20 February 2024

#### **V.2.2) Information about tenders**

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

#### **V.2.3) Name and address of the contractor**

Verve Partners Limited

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

6663787

The contractor is an SME

No

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#### **V.2.1) Date of conclusion of the contract**

20 February 2024

#### **V.2.2) Information about tenders**

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

### **V.2.3) Name and address of the contractor**

QA Research Ltd., trading as Qa Research

York

Country

United Kingdom

NUTS code

- UKE - Yorkshire and the Humber

Companies House

3186539

The contractor is an SME

No

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### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

20 February 2024

#### **V.2.2) Information about tenders**

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

### **V.2.3) Name and address of the contractor**

Watermelon Research Limited

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

7917715

The contractor is an SME

No

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#### **V.2.1) Date of conclusion of the contract**

20 February 2024

## **V.2.2) Information about tenders**

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

## **V.2.3) Name and address of the contractor**

ICS Consulting Ltd

Leeds

Country

United Kingdom

NUTS code

- UKC - North East (England)

Companies House

4092342

The contractor is an SME

No

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## **V.2) Award of contract**

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20 February 2024

### **V.2.2) Information about tenders**

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

### **V.2.3) Name and address of the contractor**

Yonder Consulting

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

4153928

The contractor is an SME

No

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20 February 2024

### **V.2.2) Information about tenders**

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

### **V.2.3) Name and address of the contractor**

SYSTRA Ltd

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

3383212

The contractor is an SME

No

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### **V.2.1) Date of conclusion of the contract**

20 February 2024

### **V.2.2) Information about tenders**

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

### **V.2.3) Name and address of the contractor**

Thinks Insight & Strategy

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

7291125

The contractor is an SME

No

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### **V.2.1) Date of conclusion of the contract**

20 February 2024

### **V.2.2) Information about tenders**

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

### **V.2.3) Name and address of the contractor**

Accent Marketing and Research

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

2231083

The contractor is an SME

No

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## **Section VI. Complementary information**

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

**\*\* Please note, this is a Contract Award Notice \*\***

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

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

Thames Water Utilities Limited

Reading

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

Thames Water Utilities Limited will incorporate a standstill period at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into.

The Utilities Contracts Regulations 2016 (SI 2016 No 274) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland).