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Contract

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

YORKSHIRE WATER SERVICES LIMITED

F06: Contract award notice – utilities

Notice identifier: 2022/S 000-011780

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

Published 6 May 2022, 8:57am

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

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

YORKSHIRE WATER SERVICES LIMITED

Western House, Western Way, Buttershaw

BRADFORD

BD62SZ

#### **Contact**

Mariia Sazonova

#### **Email**

[Mariia.Sazonova@yorkshirewater.co.uk](mailto:Mariia.Sazonova@yorkshirewater.co.uk)

#### **Telephone**

+44 7397133614

**Country**

United Kingdom

**Region code**

UKE41 - Bradford

**Internet address(es)**

Main address

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

**I.6) Main activity**

Water

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**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

Customer Valuation and Insights PR24 Framework

Reference number

CM2022

**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**

s 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).

CANCELLED and bidders notified

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.

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

This contract is divided into lots: Yes

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

## **II.2.1) Title**

Customer Valuation

Lot No

1

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

- 79300000 - Market and economic research; polling and statistics

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

NUTS codes

- UKE - Yorkshire and the Humber

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

This lot has been CANCELLED and all bidders notified.

Yorkshire Water Services (YWS) intends to award a contract for obtaining an economic valuation of the services it offers. This contract will be a consultant led study including the undertaking of Willingness to Pay/Stated Preference/Revealed Preference Studies, specifically for Regulation and Investment Strategy teams. The study should outline which services are most important to our customers, and the value that YWS customer's place on these services. For example, how much customers are willing to pay for a % reduction in leakage in the context of bills, performance, comparative performance, direction of travel and ambition and the six capitals.

YWS is looking for an experienced consultant who can provide the following professional services, including but not limited to:

- Experience of managing a stream of work (market research, economists, innovators in methodology, peer reviewer etc) all designed to provide economic valuations/ customer willingness to pay for services which align with YWS' DMF (Decision Making Framework).
- An ability to apply 'big' company data to ascertain economic values or to support those obtained from primary and secondary research
- Ability to use triangulation methodologies to strengthen customer values
- A broad range of innovative methodologies. For example, AI techniques.

- Experience of working with companies in the Water or equivalent industry.

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

Options: No

## **II.2) Description**

### **II.2.1) Title**

Insights PR24 Framework

Lot No

2

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

- 79300000 - Market and economic research; polling and statistics

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

NUTS codes

- UKE - Yorkshire and the Humber

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

Yorkshire Water Services (YWS) intends to implement a framework with a variety of experienced market research agencies that will provide support with a series of small to large scale market research projects. These projects will help to inform YWS' Ofwat 2024 Price Review (PR24) and support with business as usual activity.

YWS are looking for market research agencies who can provide the following types of professional services, including but not limited to:

- Regionally representative qualitative research - focus groups, telephone interviews, face to face and online interviews, B2B qualitative experience, online qualitative experience, stakeholder qualitative research and vulnerable customer qualitative research experience and the ability to conduct much of this research online in the current climate.
- Regionally representative quantitative research experience including - telephone interviews, face to face and online interviews, hall test experience, exit interview, statistical

techniques, online quantitative research survey experience. Online/offline quantitative research experience with vulnerable customers and B2B audiences

- Customer website/app review experience including eye tracking, heat maps and user experience
- Innovative methodologies in market research. For example, AI techniques.
- Behavioural economics experience
- Experience of working with companies in the Water or equivalent industry

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

Quality criterion - Name: Account management / Weighting: 17.5%

Quality criterion - Name: Research scenario (large/medium/small) / Weighting: 52.5%

Cost criterion - Name: Cost for quantitative research / Weighting: 10%

Cost criterion - Name: Cost for qualitative research / Weighting: 10%

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

Options: Yes

Description of options

Maximum of 4 years

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## **Section IV. Procedure**

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

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

Negotiated procedure with prior call for competition

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

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

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## **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**

11 April 2022

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

Number of tenders received: 7

The contract has been awarded to a group of economic operators: Yes

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

Accent Marketing & Research Limited

Chiswick

Gate London

W4 5RT

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

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

BMG Research Limited

Birmingham

B15 3BE

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

The contractor is an SME

Yes

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

Blue Marble Research Limited

Stratton on the Fosse

BA3 4QF

Country

United Kingdom

NUTS code

- UKK - South West (England)

The contractor is an SME

Yes

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

DJS Research Ltd

Stockport

SK6 7GH

Country

United Kingdom

NUTS code

- UKD - North West (England)

The contractor is an SME

Yes

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

Impact Research Limited

Walton-on-Thames

KT12 2TZ

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

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

PricewaterhouseCoopers LLP

London

WC2N 6RH

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

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

QA Research Ltd

York

YO1 6JD

Country

United Kingdom

NUTS code

- UKE - Yorkshire and the Humber

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,500,000

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## **Section VI. Complementary information**

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

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

Yorkshire Water Services Limited

Bradford

BD6 2SZ

Country

United Kingdom