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Award

## **Water Voice- Flexible Quant and Qual services**

Consumer Council for Water

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-013265

Procurement identifier (OCID): ocds-h6vhtk-059c8a ([view related notices](#))

Published 13 February 2026, 10:17am

### **Scope**

### **Reference**

25-010

### **Description**

CCW wishes to appoint a market research agency to provide research services for a flexible call-off contract, for one year with the option of extending to a maximum of three further years.

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## **Contract 1. Water Voice- Flexible Quant and Qual services**

## **Supplier**

- IMPACT RESEARCH LTD

## **Contract value**

- £168,296 excluding VAT
- £201,855 including VAT

Above the relevant threshold

## **Award decision date**

9 November 2025

## **Date assessment summaries were sent to tenderers**

10 November 2025

## **Standstill period**

- End: 24 February 2026
- 8 working days

## **Earliest date the contract will be signed**

25 February 2026

## **Contract dates (estimated)**

- 27 February 2026 to 24 November 2027

- Possible extension to 24 November 2029
- 3 years, 8 months, 26 days

Description of possible extension:

The contract has two twelve month extension periods if still required and supplier is performing well.

## **Main procurement category**

Services

## **CPV classifications**

- 79300000 - Market and economic research; polling and statistics

## **Contract locations**

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)
- UKL - Wales

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## Information about tenders

- 9 tenders received
- 9 tenders assessed in the final stage:
  - 4 submitted by small and medium-sized enterprises (SME)
  - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 8 suppliers unsuccessful (details included for contracts over £5 million)

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## Procedure

### Procedure type

Open procedure

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## Supplier

### IMPACT RESEARCH LTD

- Companies House: 07245397
- Public Procurement Organisation Number: PDVR-7185-QTQR

3 The Quintet

Walton-On-Thames

KT12 2TZ

United Kingdom

Email: [info@impactmr.com](mailto:info@impactmr.com)

Website: <http://www.impactmr.com>

Region: UKJ25 - West Surrey

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Water Voice- Flexible Quant and Qual services

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## **Contracting authority**

### **Consumer Council for Water**

- Public Procurement Organisation Number: PCLM-3677-JYML

23 Stephenson Street

Birmingham

B2 4BH

United Kingdom

Contact name: Chris

Email: [procurement@ccwater.org.uk](mailto:procurement@ccwater.org.uk)

Region: UKG31 - Birmingham

Organisation type: Public authority - central government