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Award

Consumer focused smart metering journeys

Consumer Council for Water

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

Notice identifier: 2026/S 000-013281

Procurement identifier (OCID): ocds-h6vhtk-05a90f ([view related notices](#))

Published 13 February 2026, 10:29am

Scope

Reference

25-012

Description

CCW wishes to appoint a market research agency to provide qualitative and potentially quantitative research services to:

Understand experiences of the household customer journey to smart metering for different household segments

Understand what an ideal journey would look like for different segments

Within the journey, consider the delivery of the smart metering process itself, including, but not limited to:

information provision (what, when and how)

and practical support for consumers such as help for low-income households

water saving advice
awareness of supply pipe responsibility
and water company leakage policies.

Explore awareness of the context in which universal metering schemes are currently happening, and identify what consumers see as legitimate reasons for rolling out smart metering programmes (e.g. water resources/environmental drought, cost of different ways of ensuring there is sufficient water for now and the long term)

At high-level gauge consumer sentiment to the potential to use variable tariffs to help manage water use at peak times of day and in the summer.

The research will mainly be with household water bill-payers in England and Wales, in areas which reflects a mix of water companies, and water resource contexts. For some research objectives it may be appropriate, where meaningful, to include future bill-payers.

Contract 1. Consumer focused smart metering journeys

Supplier

- BLUE MARBLE RESEARCH LIMITED

Contract value

- £72,202 excluding VAT
- £90,253 including VAT

Below the relevant threshold

Award decision date

24 November 2025

Earliest date the contract will be signed

13 February 2026

Contract dates (estimated)

- 13 February 2026 to 30 April 2026
- 2 months, 16 days

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

Information about tenders

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

Procedure

Procedure type

Below threshold - open competition

Supplier

BLUE MARBLE RESEARCH LIMITED

- Companies House: 05639871
- Public Procurement Organisation Number: PBVY-5322-CYWY

5 Merus Court, Meridian Business Park

Leicester

LE19 1RJ

United Kingdom

Email: nicola@bluemarbleresearch.co.uk

Website: <https://bluemarbleresearch.co.uk/>

Region: UKF22 - Leicestershire CC and Rutland

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Consumer focused smart metering journeys

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

Region: UKG31 - Birmingham

Organisation type: Public authority - central government