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Contract

Water Voice- Flexible Quant and Qual services

Consumer Council for Water

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-013326

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

Published 13 February 2026, 11:28am

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.

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

Date signed

13 February 2026

Contract dates

- 27 February 2026 to 24 November 2027
- Possible extension to 24 November 2029
- 3 years, 8 months, 26 days

Description of possible extension:

Option to extend yearly based upon need and performance for two years (one+one)

Main procurement category

Services

CPV classifications

- 73110000 - Research services
- 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

Justification for not setting key performance indicators

These are set annually based upon the criteria of the research

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

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

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

Contracting authority

Consumer Council for Water

- Public Procurement Organisation Number: PCLM-3677-JYML

23 Stephenson Street

Birmingham

B2 4BH

United Kingdom

Email: procurement@ccwater.org.uk

Region: UKG31 - Birmingham

Organisation type: Public authority - central government