

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/013939-2026>

Planning

CM3419 Customer Insights

YORKSHIRE WATER SERVICES LIMITED

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-013939

Procurement identifier (OCID): ocds-h6vhtk-065527

Published 16 February 2026, 3:19pm

Scope

Reference

CM3419

Description

This Preliminary Market Engagement (UK2) notice is being issued to inform the market that Yorkshire Water Services Limited is undertaking early engagement with suppliers to support the development of the sourcing strategy for a Customer Insights Framework.

The purpose of this engagement is to better understand current market capability, innovation, delivery models, commercial approaches, and best practice in the provision of customer insights services and solutions. This may include, but is not limited to, data analytics, research methodologies, insight generation, technology platforms, and associated advisory services.

The information gathered through this engagement will help shape the proposed scope, structure, lotting strategy (if applicable), commercial model, and procurement approach. It will also inform decisions regarding contract duration, evaluation criteria, and potential

routes to market.

This exercise is for information-gathering purposes only and does not constitute a call for competition. Participation in this engagement will not provide any advantage or disadvantage in any subsequent procurement process.

Suppliers interested in contributing to this market engagement are invited to express their interest in accordance with the instructions set out in this notice.

Commercial tool

Establishes a framework

Total value (estimated)

- £3,000,000 excluding VAT
- £3,000,000 including VAT

Contract dates (estimated)

- 3 August 2026 to 2 August 2028
- Possible extension to 2 August 2030
- 4 years

Main procurement category

Services

CPV classifications

- 79310000 - Market research services
- 79320000 - Public-opinion polling services
- 79330000 - Statistical services

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

16 March 2026

Engagement process description

Suppliers are invited to express interest via email to with brief details of their service offering. Further engagement (e.g., RFI or supplier calls) may follow.

There are no specific conditions for participation in this market engagement. Participation is voluntary and non-binding

Procedure

Special regime

Utilities

Contracting authority

YORKSHIRE WATER SERVICES LIMITED

- Companies House: 02366682
- Public Procurement Organisation Number: PXGT-3622-WXBQ

Western House

Bradford

BD6 2SZ

United Kingdom

Email: professionalservicecontracts@yorkshirewater.co.uk

Region: UKE41 - Bradford

Organisation type: Private utility