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Planning

Water Efficiency Campaign (WEC)

The Water Services Regulation Authority

UK3: Planned procurement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-034087

Procurement identifier (OCID): ocds-h6vhtk-0550fa

Published 20 June 2025, 2:32pm

Scope

Reference

PROC.0100

Description

Ofwat is launching the Water Efficiency Campaign, a bold national behaviour change campaign to improve water efficiency across England and Wales, powered by a confirmed budget of up to £75 million over five years. This is a rare and exciting opportunity for agencies and suppliers to be part of something truly transformational.

This supplier launch event is your chance to hear about our vision for the campaign, meet Ofwat's marketing team, explore opportunities to get involved, and connect with others across the industry and water/ utilities sector.

This is more than a campaign, it's a once-in-a-generation opportunity to drive real, lasting change. Backed by unprecedented collaboration and investment, the momentum is strong. Ofwat and the water sector's ambition are sky-high.

With the driest start to the year in decades, the need for action is urgent and your creativity, expertise and ideas will be essential to making a lasting impact on consumers, communities and the environment.

Ofwat's Head of Marketing Campaigns will be explaining technicalities such as the procurement route and contracting arrangements and also answering your questions before the Invitation to Tender (ITT) goes live.

Additional information about the event, including venue and agenda, will be provided as an update to this Planned procurement notice.

To register your interest in attending the event, please click this link -

https://forms.office.com/Pages/ResponsePage.aspx?id=Di-pQmqZskGFEj7SN6uDE_yoDCMUTdFDgdaQLG_aEbtUMIZISEZLQUtLSURZMDZRNzNUMFYzWUc1Vi4u

Please note that spaces are limited. We kindly ask you to register via the link provided. Attendance is limited to a maximum of two participants per company. If you wish to register more than two attendees, please contact our team directly to discuss further arrangements: Stakeholder@ofwat.gov.uk

If you'd like to explore some background in more detail beforehand, we've included some useful reading materials below, including the final decision document and some research:

- The WEC Decision Document -

<https://www.ofwat.gov.uk/publication/water-efficiency-fund-final-decision-document/>

- The Rapid Evidence Assessment, Ofwat - September 2024

https://www.ofwat.gov.uk/wp-content/uploads/2025/02/THINKS-Ofwat_Water-Efficiency-Campaign_REA_Full-Report_060924.pdf

- Opportunities and Challenges for Behaviour Change via the Water Efficiency Fund: A scoping exercise', Artesia report - December 2023

<https://www.ofwat.gov.uk/wp-content/uploads/2024/05/Opportunities-and-Challenges-for-Behaviour-Change-via-the-WEF.pdf>

If you have any questions or would like to discuss this event in more detail, please contact the stakeholder engagement team on stakeholder@ofwat.gov.uk.

Contract dates (estimated)

- 31 October 2025 to 31 March 2030
- 4 years, 5 months, 1 day

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services

Contract locations

- UK - United Kingdom

Participation

Legal and financial capacity conditions of participation

Conditions of participation to be outlined within Procurement Specific Questionnaire (PSQ), which will be published within the Contract Notice (expected date - 10th July).

Technical ability conditions of participation

Conditions of participation to be outlined within Procurement Specific Questionnaire (PSQ), which will be published within the Contract Notice (expected date - 10th July).

Submission

Publication date of tender notice (estimated)

10 July 2025

Submission type

Requests to participate

Deadline for requests to participate

1 August 2025, 3:00pm

Submission address and any special instructions

Deadlines given in this section are currently estimates.

Full details regarding final submission timetables will be confirmed within the Tender Notice, expected to be published on 10 July 2025.

Languages that may be used for submission

English

Award decision date (estimated)

2 October 2025

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

The stages of the procurement are outlined below. Please note, this is the expected approach, but some elements may be subject to change

- Pre-Selection Questionnaire (PSQ): Conditions to participate will be published within the Tender Notice (expected publication date: 10th July).
- Stage 1 of the ITT (Written Submissions): Suppliers who meet the conditions to participate will be invited to submit written responses.
- Stage 2 of the ITT (Verbal Submissions/ Pitch): Top scoring suppliers from Stage 1 will be invited to present verbal submissions.

Please note - there will be an in-person Supplier Launch Event on 10 July 2025 (10:00-13:00). Registration information for the event is contained within the "Procurement Description" section to this Notice. Additional information about the event, including venue and agenda, will be provided soon by an update to this Planned Procurement Notice. The event is expected to be held in Central London.

Contracting authority

The Water Services Regulation Authority

- Public Procurement Organisation Number: PPCX-7855-VXBT

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Birmingham

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United Kingdom

Email: procurement@ofwat.gov.uk

Region: UKG31 - Birmingham

Organisation type: Public authority - central government