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Planning

Customer Research Framework

Southern Water Services Limited

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

Notice identifier: 2025/S 000-046413

Procurement identifier (OCID): ocds-h6vhtk-058236

Published 6 August 2025, 10:42am

Scope

Reference

Prj_7156

Description

SWS intends to establish a framework panel whom have the expertise to support the company's ambitions.

This pre-tender exercise is not a call for competition but rather a step towards understanding the current market landscape for customer research services including but not limited to:

- Qualitative and Quantitative research (focus groups, telephone interviews, workshops, paired depth interviews, online communities, large scale surveys, survey tracking, structured data collection etc)
- Managing proposals (designing research proposals based on SW needs including cost and methodology options)

- Survey design (co-creation based on SW requirements)
- Fieldwork (recruitment of audience for insights purposes as required)
- Analysis (bespoke analysis in the best format for SW)
- Outputs (such as delivery of output back to SW)

Please note that SWS reserves the right to update the scope at the release of the contract notice

Please submit your responses to this Request for Information by 15th August 2025 12 pm (midday) UK time on our Sourcing platform at <https://southernwater.bravosolution.co.uk/>

As part of this process, further market engagement will follow online via Microsoft Teams on 21st August 2025. If you would like to attend, please confirm your interest and provide the names and email addresses of participants when submitting your RFI response.

All answers and queries related to this Request for Information should be directed to SWS via the e-sourcing portal by following the link provided.

<https://southernwater.bravosolution.co.uk/>

Commercial tool

Establishes a framework

Contract dates (estimated)

- 1 July 2026 to 1 July 2029
- Possible extension to 1 July 2032
- 6 years, 1 day

Main procurement category

Services

CPV classifications

- 79342310 - Customer survey services
- 73110000 - Research services
- 79342311 - Customer satisfaction survey
- 79300000 - Market and economic research; polling and statistics
- 79320000 - Public-opinion polling services
- 79310000 - Market research services
- 79311100 - Survey design services
- 79311200 - Survey conduction services
- 79311300 - Survey analysis services

Engagement

Engagement deadline

15 August 2025

Engagement process description

Please note this is not a call for competition.

Southern Water (SW) is seeking information from the market and invites interested suppliers to complete a Request for Information as part of this engagement on our Sourcing platform: <https://southernwater.bravosolution.co.uk/>

Please submit your responses to this Request for Information by 15th August 2025 12 pm (midday)UK time.

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Note: If you are already registered on Southern Water's sourcing portal please go straight to Step 2 below

If you are unregistered please follow the instructions below to register

1. Register your company on the Jaggaer sourcing portal (this is required only once)

To register or log in please go to -

<https://southernwater.bravosolution.co.uk/web/login.html>

Select the "Login or register to participate" link above and click the "Register Now" link on the home page

Accept the terms and conditions and click "Next"

Enter your correct business and user details

Note the username you chose and click "Save" when complete

You will shortly receive an email with your unique password (please keep this secure)

2. Respond to the PQQ/ITT

Login to the portal with your username/password

Click the PQQs open to all suppliers or ITTs open to all suppliers' link.

Click on the relevant PQQ/ITT

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Procedure

Special regime

Utilities

Contracting authority

Southern Water Services Limited

- Public Procurement Organisation Number: PBJQ-2231-ZRPG

Southern Water, Southern House

Worthing

Bn13 3NX

United Kingdom

Email: laura.constantinica@southernwater.co.uk

Website: <http://www.southernwater.co.uk>

Region: UKJ27 - West Sussex (South West)

Organisation type: Private utility