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Contract

## **WEC Customer Research**

The Water Services Regulation Authority

F03: Contract award notice

Notice identifier: 2025/S 000-062177

Procurement identifier (OCID): ocds-h6vhtk-05a7fb

Published 3 October 2025, 2:11pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

The Water Services Regulation Authority

Ofwat, Centre City Tower, 7 Hill Street

Birmingham

B54UA

#### **Contact**

Evgeny Kheyman

#### **Email**

[evgeny.kheyman@ofwat.gov.uk](mailto:evgeny.kheyman@ofwat.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKG31 - Birmingham

**Public procurement organisation number (PPON)**

PPCX-7855-VXBT

**Internet address(es)**

Main address

<https://www.ofwat.gov.uk/>

**I.4) Type of the contracting authority**

National or federal Agency/Office

**I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

WEC Customer Research

Reference number

PROC.0153

#### **II.1.2) Main CPV code**

- 73110000 - Research services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

This contract is for customer research to inform the narrative that can be used by the Delivery Body from the outset - so the WEC can begin its work with a strong understanding of which narratives and messages have resonance with customers, and how that may differ across different customer/ audience groups based on socio-demographics, region, etc.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £90,100

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 73110000 - Research services

#### **II.2.3) Place of performance**

NUTS codes

- 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

#### **II.2.4) Description of the procurement**

Research and Insights CCS Framework

#### **II.2.5) Award criteria**

Quality criterion - Name: Approach / Weighting: 30

Quality criterion - Name: Timings / Weighting: 10

Quality criterion - Name: Deliverables / Weighting: 10

Quality criterion - Name: Project management / Weighting: 25

Price - Weighting: 25

#### **II.2.11) Information about options**

Options: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- Extreme urgency brought about by events unforeseeable for the contracting authority

Explanation:

All bidders from CCS Research & Insights Framework were invited to participate

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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## **Section V. Award of contract**

### **Contract No**

PROC.0153

### **Title**

WEC Customer Research

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

5 September 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 11

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Walnut Unlimited Limited

7-11 Lexington St

London

W1F 9AF

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

01317137

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £90,100

Total value of the contract/lot: £90,100

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Water Services Regulation Authority (Ofwat)

City Centre Tower, 7 Hill Street

Birmingham

B5 4UA

Telephone

+44 7385555803

Country

United Kingdom