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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

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

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

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

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

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