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Award

Smart Farming Trials

Department for Environment Food & Rural Affairs

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-062726

Procurement identifier (OCID): ocds-h6vhtk-05a93a ([view related notices](#))

Published 7 October 2025, 9:58am

Scope

Description

Smart farming is defined by the Environment Agency, as 'the use of technologies and data-driven systems to improve efficiency and sustainability in agricultural production'. Employing smart farming technologies and the latest developments in data and systems for water resources in agriculture, would allow the sector to both maximise water availability and efficiency of application. This project is for the trials of smart farming technologies, giving vital information for farming businesses, and a greater understanding of those setting policy, wider water users and the environment.

Contract 1. Smart Farming Trials

Supplier

- WATER RESOURCES EAST (WRE) LIMITED

Contract value

- £299,967.40 excluding VAT
- £359,960.88 including VAT

Above the relevant threshold

Earliest date the contract will be signed

20 October 2025

Contract dates (estimated)

- 21 October 2025 to 31 March 2026
- 5 months, 11 days

Main procurement category

Services

Options

The right to additional purchases while the contract is valid.

No extension criteria built into the contract, however the Short Form Terms and Conditions allow variations

CPV classifications

- 90700000 - Environmental services

Contract locations

- UK - United Kingdom

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Single supplier - technical reasons

Schedule 5, paragraph 6 of PA2023 - Absence of competition due to technical reason, only a particular supplier can supply the goods, services or works required and there are no reasonable alternatives to those goods, services or works.

Supplier

WATER RESOURCES EAST (WRE) LIMITED

- Companies House: 12057670
- Public Procurement Organisation Number: PYVB-3418-ZNYY

The Enterprise Centre University Of East Anglia

Norwich

NR4 7TJ

United Kingdom

Email: contact@wre.org.uk

Region: UKH15 - Norwich and East Norfolk

Contract 1. Smart Farming Trials

Contracting authority

Department for Environment Food & Rural Affairs

- Public Procurement Organisation Number: PNBD-3289-CDGX

Seacole Building, 2 Marsham Street

London

SW1P 4DF

United Kingdom

Email: procurement@defra.gov.uk

Region: UKI32 - Westminster

Organisation type: Public authority - central government