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Tender

Consumer confidence in drinking water

DEPARTMENT OF ENVIRONMENT, FOOD AND RURAL AFFAIRS

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-062983

Procurement identifier (OCID): ocds-h6vhtk-05a9cf ([view related notices](#))

Published 7 October 2025, 3:51pm

Scope

Description

Research aims

One of DWI's core objectives is to protect and promote public confidence in the quality and safety of drinking water. Recent political, media and environmental pressures have highlighted the need for a robust evidence base to better understand what drives public perception in this space and what DWI's role should be in communicating risk and assurance.

This research will investigate the factors influencing consumer confidence in drinking water in England and Wales, and how DWI's communications strategy might evolve to effectively support its statutory and non-statutory responsibilities. It will help answer questions such as:

- What are the public's current views on drinking water quality?
- What drives or reduces trust in drinking water specifically, independent of broader industry issues?
- What role can or should DWI play in informing, reassuring and correcting public narratives?

Background

Surveys by Ofwat and

Total value (estimated)

- £0.10 excluding VAT
- £0.10 including VAT

Below the relevant threshold

Contract dates (estimated)

- 17 November 2025 to 11 November 2026
- 11 months, 25 days

Main procurement category

Services

CPV classifications

- 73200000 - Research and development consultancy services

Contract locations

- UKI - London
-

Participation

Conditions of participation

To select those Tenderers who are suitable to deliver the Authority's requirements and will be evaluated in accordance with the criteria set out in Sections 1 to 5 of the response form in Atamis and Part 1 of this Section (in respect of economic and financial standing and technical and professional ability). Failure to meet the stated selection criteria will result in a Response being rejected at this stage and no further assessment of the remainder of the Response (including the Tender) pursuant to the remaining stages below will be undertaken by the Authority.

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

27 October 2025, 2:00pm

Tender submission deadline

3 November 2025, 12:00pm

Submission address and any special instructions

<https://defra-family.force.com/s/Welcome>

Tenders may be submitted electronically

Yes

Award criteria

Name	Description	Type	Weighting
Technical	60 Technical	Quality	60.00%
Commercial	30	Cost	30.00%
Sustainability and Social Value	10	Quality	10.00%

Procedure

Procedure type

Below threshold - open competition

Contracting authority

DEPARTMENT OF ENVIRONMENT, FOOD AND RURAL AFFAIRS

- Public Procurement Organisation Number: PNBD-3289-CDGX

Seacole Building, 2 Marsham Street

London

SW1P 4DF

United Kingdom

Contact name: DEFRA

Telephone: 03459 335577

Email: procurement@defra.gov.uk

Website: <https://defra-family.force.com/s/Welcome>

Region: UKI32 - Westminster

Organisation type: Public authority - central government