

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/064096-2025>

Contract

pEPR Recycling Locator Service

DEPARTMENT OF ENVIRONMENT, FOOD AND RURAL AFFAIRS

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-064096

Procurement identifier (OCID): ocids-h6vhtk-05ac93

Published 10 October 2025, 11:31am

Scope

Reference

C29532

Description

As part of the PackUK mandate it is integral that there is one source of truth that citizens can access to find out what packaging they can recycle and where. WRAP's Recycling Locator is the UK's only postcode-based search tool for citizens to find out what to recycle at home and at nearby locations. These funds will be used to ensure that there is strong and robust packaging data focus on the locator and that the tool is accessible for all audiences looking to recycle their packaging.

First phase will be minimal viable solution

To ensure this, Wrap will employ a SEO strategy and implementation to maximise discoverability and use of the tool, with a focus on packaging and the role Pack UK is playing in delivering this programme and supporting businesses.

Contract 1. pEPR Recycling Locator Service

Supplier

- [Waste and Resources Action Programme \(WRAP\)](#)

Contract value

- £47,000 excluding VAT
- £56,000 including VAT

Below the relevant threshold

Date signed

14 July 2025

Contract dates

- 15 July 2025 to 30 December 2025
- 5 months, 16 days

Main procurement category

Services

CPV classifications

- 90700000 - Environmental services

Procedure

Procedure type

Below threshold - without competition

Supplier

Waste and Resources Action Programme (WRAP)

2nd Floor, Blenheim Court, George Street, Banbury, Oxon

Banbury

OX16 5BH

United Kingdom

Email: keith.james@wrap.org.uk

Region: UKJ14 - Oxfordshire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. pEPR Recycling Locator Service

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 Commercial

Telephone: 03459335577

Email: procurement@defra.gov.uk

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

Region: UKI32 - Westminster

Organisation type: Public authority - central government