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Contract

## Smart Farming Trials

DEPARTMENT OF ENVIRONMENT, FOOD AND RURAL AFFAIRS

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

Notice identifier: 2025/S 000-069217

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

Published 29 October 2025, 9:02am

## Scope

## Reference

C30696

## 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 funding would be used to fund 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.

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## **Contract 2. Smart Farming Trials**

### **Supplier**

- [Water Resources East](#)

### **Contract value**

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

Above the relevant threshold

### **Date signed**

23 October 2025

### **Contract dates**

- 24 October 2025 to 31 March 2026
- Possible extension to 31 December 2027
- 2 years, 2 months, 8 days

Description of possible extension:

Extensions are allowable within the short form terms and conditions

## Main procurement category

Services

## CPV classifications

- 90700000 - Environmental services

## Key performance indicators

Name	Description	Reporting frequency
KPIs	<p>- Increase water available for abstraction by agri-businesses from the River Cam catchment using dynamic abstraction management compared to historic trends, whilst ensuring environmental protection. - Increase understanding of catchment dynamics in the River Cam catchment using real-time telemetry, for surface water, farm infrastructure and groundwater interactions and water availability. - Increase understanding of systems and governance required for real-time abstraction management for the agricultural sector.</p>	3 months

## Other information

### Applicable trade agreements

- Government Procurement Agreement (GPA)

## **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Direct award

### **Direct award justification**

Single supplier - technical reasons

This supplier is uniquely positioned to co-ordinate activity between abstractors in the agriculture sector, gain access to water company data and systems, work with providers of hydrometric equipment and to link up with regulators on policy development in the Cambridgeshire catchment.

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## **Supplier**

### **Water Resources East**

- Companies House: 12057670

The Enterprise Centre University Of East Anglia, Norwich Research Park, Norwich, United Kingdom, NR4 7TJ

Norfolk

NR4 7TJ

United Kingdom

Email: [contact@wre.org.uk](mailto:contact@wre.org.uk)

Region: UKH15 - Norwich and East Norfolk

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Smart Farming Trials

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## 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

Email: [dgcenquiries@defra.gov.uk](mailto:dgcenquiries@defra.gov.uk)

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

Region: UKI32 - Westminster

Organisation type: Public authority - central government