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Award

## **Paradigm Analysis Platform**

UNITED UTILITIES WATER LIMITED

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-073181

Procurement identifier (OCID): ocds-h6vhtk-05df94 ([view related notices](#))

Published 12 November 2025, 1:17pm

### **Scope**

### **Description**

The provision Cadence Data Product & Paradigm Analysis Platform. This Service is designed to support water utility providers in achieving their strategic and operational objectives relating to clean water distribution.

The Paradigm Analysis Platform is a demand forecasting model which provides users with a detailed demand breakdown undertaken at District Metered Area (DMA) level for hydraulic areas and the ability to predict consumptions and assess these predictions against actual recorded flows. This allows the user to immediately identify internal data sets that do not match the expected net flow profile for an area, localising likely leakage areas. This analysis is presented to the user through a web hosted user interface, the Cadence Data Product, allowing users to view and export analysis outputs.

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## **Contract 1**

### **Supplier**

- SME Water Ltd

### **Contract value**

- £309,314.15 including VAT

Below the relevant threshold

### **Award decision date**

27 October 2025

### **Earliest date the contract will be signed**

12 November 2025

### **Contract dates (estimated)**

- 12 November 2025 to 11 November 2026
- 1 year

### **Main procurement category**

Services

### **CPV classifications**

- 65130000 - Operation of water supplies

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## Procedure

### Procedure type

Below threshold - without competition

### Special regime

Utilities

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## Supplier

### SME Water Ltd

Unit 10 The Workshops

Birkenhead

CH41 1EU

United Kingdom

Email: [stuart.mawditt@sme-water.co.uk](mailto:stuart.mawditt@sme-water.co.uk)

Region: UKD74 - Wirral

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## Contracting authority

### **UNITED UTILITIES WATER LIMITED**

- Companies House: 02366678
- Public Procurement Organisation Number: PVVB-5589-BWHX

Haweswater House, Lingley Green Avenue

Great Sankey

WA5 3LP

United Kingdom

Email: [Commercialapprovalsboard@uuplc.co.uk](mailto:Commercialapprovalsboard@uuplc.co.uk)

Region: UKD61 - Warrington

Organisation type: Private utility