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Award

## Consumer confidence in drinking water

DEPARTMENT OF ENVIRONMENT, FOOD AND RURAL AFFAIRS

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

Notice identifier: 2025/S 000-077839

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

Published 27 November 2025, 4:23pm

### Scope

### Reference

C30480

### 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

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## **Contract 1. Consumer confidence in drinking water**

### **Supplier**

- ICF Consulting Services Limited

### **Contract value**

- £51,675 excluding VAT
- £62,010 including VAT

Below the relevant threshold

### **Award decision date**

26 November 2025

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

8 December 2025

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

- 8 December 2025 to 8 December 2026
- 1 year, 1 day

### **Main procurement category**

Services

### **Options**

The right to additional purchases while the contract is valid.

Extension Option: 3months - Due to unknown situations any extension must be agreed with the Authority and will be processed via a Variation/ Contract Change Note (CCN) issued by DGC

### **CPV classifications**

- 73200000 - Research and development consultancy services

### **Contract locations**

- UK - United Kingdom

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### **Information about tenders**

- 7 tenders received
- 7 tenders assessed in the final stage:
  - 0 submitted by small and medium-sized enterprises (SME)
  - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 6 suppliers unsuccessful (details included for contracts over £5 million)

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## Procedure

### Procedure type

Below threshold - open competition

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## Supplier

### ICF Consulting Services Limited

Riverscape, 10 Queen Street Place

London

EC4R 1BE

United Kingdom

Email: [defracenders@icf.com](mailto:defracenders@icf.com)

Website: <http://www.icf.com>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Consumer confidence in drinking water

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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

Contact name: DEFRA

Telephone: 03459 335577

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

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

Region: UKI32 - Westminster

Organisation type: Public authority - central government