

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/080375-2025>

Award

Water Efficiency Campaign (WEC)

AFFINITY WATER LIMITED
ANGLIAN WATER SERVICES LIMITED
DWR CYMRU CYFNGEDIG
HAFREN DYFRDWY CYFNGEDIG
NORTHUMBRIAN WATER LIMITED
PORTSMOUTH WATER LIMITED
SEVERN TRENT WATER LIMITED
SOUTHERN WATER SERVICES LIMITED
SOUTH EAST WATER LIMITED
SOUTH STAFFORDSHIRE WATER PLC
SOUTH WEST WATER LIMITED
SUTTON AND EAST SURREY WATER PLC
THAMES WATER UTILITIES LIMITED
UNITED UTILITIES WATER LIMITED
Wessex Water Services Ltd
YORKSHIRE WATER SERVICES LIMITED

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

Notice identifier: 2025/S 000-080375

Procurement identifier (OCID): ocds-h6vhtk-0550fa ([view related notices](#))

Published 5 December 2025, 6:15pm

Scope

Reference

PROC.0100

Description

We are pleased to announce that a successful tenderer has been identified to lead the Water Efficiency Campaign (WEC) for England and Wales, a significant milestone in the sector's long-term strategy to transform public water use.

This follows a competitive procurement process led by Ofwat, working with the water companies, the Environment Agency (EA) and Defra.

Subject to completion of the standstill period and final contract award, the contract will cover the design and delivery of a nationwide behaviour-change campaign to help households and businesses across England and Wales use water more efficiently.

Further details regarding the successful tenderer and programme timelines for the WEC will be released in due course.

Contract 1. Water Efficiency Campaign (WEC)

Supplier

- 23RED LIMITED

Contract value

- £75,000,000 excluding VAT
- £90,000,000 including VAT

Above the relevant threshold

Award decision date

1 December 2025

Date assessment summaries were sent to tenderers

1 December 2025

Standstill period

- End: 16 December 2025
- 8 working days

Earliest date the contract will be signed

17 December 2025

Contract dates (estimated)

- 17 December 2025 to 31 March 2030
- 4 years, 3 months, 15 days

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services

Contract locations

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)
- UKL - Wales

Submission

Submission type

Requests to participate

Procedure

Procedure type

Competitive flexible procedure

Supplier

23RED LIMITED

- Companies House: 03974936
- Public Procurement Organisation Number: PDVJ-6687-HPWZ

95 Queen Victoria Street

London

EC4V 4HN

United Kingdom

Email: newbusiness@23red.com

Website: <http://www.23red.com>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Water Efficiency Campaign (WEC)

Contracting authorities

AFFINITY WATER LIMITED

- Companies House: 02546950
- Public Procurement Organisation Number: PMRZ-1695-VBDV

Tamblin Way

Hatfield

AL10 9EZ

United Kingdom

Email: procurementsupportteam@affinitywater.co.uk

Region: UKH23 - Hertfordshire

Organisation type: Private utility

ANGLIAN WATER SERVICES LIMITED

- Companies House: 02366656
- Public Procurement Organisation Number: PMZW-7779-DCNZ

Lancaster House Lancaster Way

Huntingdon

PE29 6XU

United Kingdom

Email: suppliersupport@anglianwater.co.uk

Region: UKH12 - Cambridgeshire CC

Organisation type: Private utility

DWR CYMRU CYFNGEDIG

- Companies House: 02366777
- Public Procurement Organisation Number: PLQZ-5134-YYJN

Dwr Cymru Welsh Water Linea, Fortran Road

Cardiff

CF3 0LT

United Kingdom

Email: Supplierqueries@dwrcymru.com

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Private utility

Devolved regulations that apply: Wales

HAFREN DYFRDWY CYFNGEDIG

- Companies House: 03527628

- Public Procurement Organisation Number: PWGQ-2543-XWCR

Packsaddle Wrexham Road

Wrexham

LL14 4EH

United Kingdom

Email: systemsandprocessteam-pcm@severntrent.co.uk

Region: UKL23 - Flintshire and Wrexham

Organisation type: Private utility

Devolved regulations that apply: Wales

NORTHUMBRIAN WATER LIMITED

- Companies House: 02366703
- Public Procurement Organisation Number: PRLG-5541-VHHG

Northumbria House

Pity Me

DH1 5FJ

United Kingdom

Email: laura.mcmain@nwl.co.uk

Region: UKC14 - Durham CC

Organisation type: Private utility

PORTSMOUTH WATER LIMITED

- Companies House: 02536455
- Public Procurement Organisation Number: PTQG-7125-BLXM

Brockhampton Springs

Havant

PO9 1LG

United Kingdom

Email: mike.rumboll@portsmouthwater.co.uk

Region: UKJ35 - South Hampshire

Organisation type: Private utility

SEVERN TRENT WATER LIMITED

- Companies House: 02366686
- Public Procurement Organisation Number: PQQN-5222-QDXR

Severn Trent Centre

Coventry

CV1 2LZ

United Kingdom

Email: systemsandprocessteam-pcm@severntrent.co.uk

Region: UKG33 - Coventry

Organisation type: Private utility

SOUTHERN WATER SERVICES LIMITED

- Companies House: 02366670
- Public Procurement Organisation Number: PBJQ-2231-ZRPG

Southern House, Yeoman Road

Worthing

BN13 3NX

United Kingdom

Email: procurement.governance@southernwater.co.uk

Region: UKJ27 - West Sussex (South West)

Organisation type: Private utility

SOUTH EAST WATER LIMITED

- Companies House: 02679874
- Public Procurement Organisation Number: PJPW-3982-PJZX

South East Water Limited, Rocfort Road, Snodland

Kent

ME6 5AH

United Kingdom

Email: sewprocurement@southeastwater.co.uk

Region: UKJ46 - West Kent

Organisation type: Private utility

SOUTH STAFFORDSHIRE WATER PLC

- Companies House: 02662742
- Public Procurement Organisation Number: PHTV-9327-JLNH

Green Lane

West Midlands

WS2 7PD

United Kingdom

Email: procurement@south-staffs-water.co.uk

Region: UKG38 - Walsall

Organisation type: Private utility

SOUTH WEST WATER LIMITED

- Companies House: 02366665
- Public Procurement Organisation Number: PQQD-9198-RDHP

Peninsula House, Rydon Lane

Exeter

EX2 7HR

United Kingdom

Email: groupprocurement@pennon-group.co.uk

Website: <https://www.southwestwater.co.uk/>

Region: UKK43 - Devon CC

Organisation type: Private utility

SUTTON AND EAST SURREY WATER PLC

- Companies House: 02447875
- Public Procurement Organisation Number: PZLM-4811-WTQD

66-74 London Road

Surrey

RH1 1LJ

United Kingdom

Email: procurement.support@seswater.co.uk

Region: UKJ26 - East Surrey

Organisation type: Private utility

THAMES WATER UTILITIES LIMITED

- Companies House: 02366661
- Public Procurement Organisation Number: PNQQ-4647-DTCV

Clearwater Court

Reading

RG1 8DB

United Kingdom

Email: procurement.support.centre@thameswater.co.uk

Region: UKJ11 - Berkshire

Organisation type: Private utility

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

Region: UKD61 - Warrington

Organisation type: Private utility

Wessex Water Services Ltd

- Companies House: 2366648
- Public Procurement Organisation Number: PPVH-1185-WPZP

Wessex Water Services Ltd

Bath

BA2 7WW

United Kingdom

Email: supplier.enquiries@ytlgroup.co.uk

Website: <http://wessexwater.co.uk>

Region: UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

Organisation type: Private utility

YORKSHIRE WATER SERVICES LIMITED

- Companies House: 02366682
- Public Procurement Organisation Number: PXGT-3622-WXHQ

Western House

Bradford

BD6 2SZ

United Kingdom

Email: buyingteam@yorkshirewater.co.uk

Region: UKE41 - Bradford

Organisation type: Private utility

Other organisation

These organisations are carrying out the procurement, or part of it, on behalf of the contracting authorities.

The Water Services Regulation Authority

Summary of their role in this procurement: Facilitating the procurement process

- Public Procurement Organisation Number: PPCX-7855-VXBT

Ofwat, Centre City Tower, 7 Hill Street

Birmingham

B5 4UA

United Kingdom

Email: procurement@ofwat.gov.uk

Region: UKG31 - Birmingham

Contact organisation

Contact The Water Services Regulation Authority for any enquiries.