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Contract

Consumer confidence in drinking water

DEPARTMENT OF ENVIRONMENT, FOOD AND RURAL AFFAIRS

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

Notice identifier: 2025/S 000-081918

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

Published 11 December 2025, 12:08pm

Scope

Reference

C32133

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

Contract 2. Consumer confidence in drinking water

Supplier

- [ICF Consulting Services Limited](#)

Contract value

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

Below the relevant threshold

Date signed

10 December 2025

Contract dates

- 11 December 2025 to 8 December 2026
- 11 months, 29 days

Main procurement category

Services

Options

The right to additional purchases while the contract is valid.

3 months - Due to unknown situation and/or other factors beyond the control of both parties; an option for an extension may be executed if it is necessary. Any extension must be agreed with the Authority and will be processed via a Contract Change Note

CPV classifications

- 73200000 - Research and development consultancy services

Contract locations

- UKI - London

Key performance indicators

Name	Description
Presentations and webinars	Presentation materials and delivery of key findings
Updates to Defra and the project steering group	Regular, and ad hoc, verbal and written updates summarising progress and challenges

Name	Description
Data handling	Secure, accessible and organised collecting and storage of data/information relating to the project
Consultation outputs	Notes and final report describing consultation process
Reports and knowledge exchange packs	Evidence review, Reports setting out methodology, final report and knowledge exchange packs

Procedure

Procedure type

Below threshold - open competition

Supplier

ICF Consulting Services Limited

- Public Procurement Organisation Number: PMCX-8669-QQLD

1st Floor, 62 Threadneedle Street

London

EC2R 8HP

United Kingdom

Email: anita.wilson@icf.com

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 2. Consumer confidence in drinking water

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

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

Region: UKI32 - Westminster

Organisation type: Public authority - central government

