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Award

## Customer Insights Tracker

ATOC Limited / Train Information Services Limited

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

Notice identifier: 2026/S 000-001924

Procurement identifier (OCID): ocds-h6vhtk-0561d1 ([view related notices](#))

Published 9 January 2026, 2:33pm

## Scope

## Description

The Rail Delivery Group (RDG) is seeking to procure a supplier to deliver three ongoing customer insight tracker surveys: the General Public Tracker, the Rail Demand Tracker, and the Customer Information Survey (InfoTracker). These trackers are essential for understanding public and customer perceptions of the rail industry, demand trends, and satisfaction with information provision, particularly during disruption.

The appointed supplier will design and deliver robust, representative quarterly surveys, manage all fieldwork and data processing, and provide insightful analysis and regular reporting. The contract will be for two years, with an option to extend for a further three. All activities must align with PA23 procurement compliance, ensuring transparency, integrity, and data quality. Findings will support RDG's strategic decision-making and stakeholder engagement, with outputs used internally and for external communications.

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## **Contract 1**

### **Supplier**

- BDRC

### **Contract value**

- £1,116,384 including VAT

Above the relevant threshold

### **Award decision date**

5 January 2026

### **Date assessment summaries were sent to tenderers**

9 January 2026

### **Standstill period**

- End: 20 January 2026
- 8 working days

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

21 January 2026

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

- 1 April 2026 to 31 March 2028
- Possible extension to 31 March 2031
- 5 years

Description of possible extension:

The ability to extend for a further three years, either as whole or as increments.

## **Main procurement category**

Services

## **Options**

The right to additional purchases while the contract is valid.

Minor modifications as required.

## **CPV classifications**

- 73110000 - Research services

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## **Information about tenders**

- 3 tenders received
- 3 tenders assessed in the final stage:
  - 2 submitted by small and medium-sized enterprises (SME)

- 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 2 suppliers unsuccessful (details included for contracts over £5 million)

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## **Submission**

### **Submission type**

Tenders

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## **Procedure**

### **Procedure type**

Competitive flexible procedure

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## **Special regime**

Utilities

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## **Supplier**

**BDRC**

- Public Procurement Organisation Number: PBMT-4933-VYPT

3 Thomas More Square

London

E1W 1YW

United Kingdom

Email: [Tim.Sander@bva-bdrc.com](mailto:Tim.Sander@bva-bdrc.com)

Region: UKI42 - Tower Hamlets

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

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## Contracting authority

### **ATOC Limited / Train Information Services Limited**

- Companies House: 08176197

First Floor 1 Puddle Dock

London

EC4V 3DS

United Kingdom

Email: [claire.m.smith@raildeliverygroup.com](mailto:claire.m.smith@raildeliverygroup.com)

Region: UKI31 - Camden and City of London

Organisation type: Public authority - sub-central government