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Planning

Industry Econometrics Model

Rail Delivery Group

UK3: Planned procurement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-006204

Procurement identifier (OCID): ocds-h6vhtk-060d5d

Published 23 January 2026, 1:33pm

Scope

Description

The Rail Delivery Group (RDG) are looking to appoint a partner to develop an independent and robust industry-wide econometric model to evaluate, optimise and understand the impact of revenue generating marketing investment across 14 TOCs including both DFTO and non-DFTO operators, and national activity delivered by RDG.

Total value (estimated)

- £8,000,000 excluding VAT
- £9,600,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 5 October 2026 to 4 October 2030
- Possible extension to 4 October 2032
- 6 years

Description of possible extension:

Term extension if required at buyer discretion.

Main procurement category

Services

CPV classifications

- 63711000 - Support services for railway transport
- 79311410 - Economic impact assessment
- 79342000 - Marketing services

Submission

Publication date of tender notice (estimated)

9 February 2026

Submission type

Tenders

Tender submission deadline

27 April 2026, 11:59pm

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

7 September 2026

Award criteria

Name	Type	Weighting
Technical	Quality	70%
Commercial	Price	30%

Procedure

Procedure type

Competitive flexible procedure

Special regime

Utilities

Contracting authority

Rail Delivery Group

- Companies House: 08176197

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London

EC4V 3DS

United Kingdom

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Region: UKI31 - Camden and City of London

Organisation type: Public authority - sub-central government