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Award

Days Out Guide

ATOC

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

Notice identifier: 2026/S 000-009060

Procurement identifier (OCID): ocds-h6vhtk-061246 ([view related notices](#))

Published 2 February 2026, 3:14pm

Scope

Description

This Contract award notice is being published to recognise the Direct Award to the Supplier to provide the account management and administrative services for the National Rail Days Out Guide Offer.

The work is split into the Days Out Guide Content Management Process and continuous BAU responsibilities, Attraction relationship management and TOC relationship management, whilst also designing the new Days Out Guide CMS and front-end website. Phase 1 going live in April and phase 2 continuing into FY26/27.

This contract concerns the supply of services by the existing supplier which are intended as an extension to existing services and a change in supplier would result in ATOC receiving services that are different from and incompatible with existing services. The difference and incompatibility would result in disproportionate technical difficulties in delivering this critical service.

Contract 1

Supplier

- Fabrik Design and Communications Limited

Contract value

- £1,000,000 including VAT

Above the relevant threshold

Award decision date

19 January 2026

Standstill period

- End: 11 February 2026
- 8 working days

Earliest date the contract will be signed

23 February 2026

Contract dates (estimated)

- 1 April 2026 to 31 March 2028

- Possible extension to 29 March 2030
- 3 years, 11 months, 29 days

Description of possible extension:

Two single year extensions available as required.

Main procurement category

Services

Options

The right to additional purchases while the contract is valid.

Minor modifications as required.

CPV classifications

- 63711000 - Support services for railway transport

Procedure

Procedure type

Direct award

Special regime

Utilities

Supplier

Fabrik Design and Communications Limited

- Public Procurement Organisation Number: PLXQ-5862-HNLG

55 Loudoun Road, St John's Wood

London

NW80DL

United Kingdom

Email: rachael.woods@fabcomms.co.uk

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

Contracting authority

ATOC

- Companies House: 08176197

1 Puddle Dock

London

EC4V3DS

United Kingdom

Contact name: Sunil Chauhan

Email: sunil.chauhan@raildeliverygroup.co.uk

Region: UKI31 - Camden and City of London

Organisation type: Public authority - sub-central government