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Tender

Mystery Shop

Transport for Wales Rail Limited (Utility Buyer)

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-020574

Procurement identifier (OCID): ocds-h6vhtk-051137 ([view related notices](#))

Published 12 May 2025, 3:35pm

Scope

Reference

TFW0869.00

Description

Transport for Wales (TfW) seeks a supplier to design and implement a comprehensive mystery shopper programme to evaluate customer experience across its network. The programme will assess key aspects of customer experience at stations/terminals, onboard, and for passengers with accessibility needs.

Total value (estimated)

- £142,000 excluding VAT

- £165,666 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 September 2025 to 31 August 2028
- Possible extension to 30 August 2030
- 4 years, 11 months, 30 days

Description of possible extension:

option to extend for 2x 12 months

Main procurement category

Services

CPV classifications

- 79310000 - Market research services
- 60210000 - Public transport services by railways

Contract locations

- UKL - Wales

Participation

Legal and financial capacity conditions of participation

Please refer to ITT

Technical ability conditions of participation

Please refer to ITT

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

5 June 2025, 12:00pm

Tender submission deadline

9 June 2025, 12:00pm

Submission address and any special instructions

E-Tender Wales portal

<https://etenderwales.bravosolution.co.uk/go/466298250196C3B6E1A0>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

- Welsh
- English

Award decision date (estimated)

7 July 2025

Recurring procurement

Publication date of next tender notice (estimated): 31 August 2029

Award criteria

| Name | Type | Weighting |
|-----------|---------|-----------|
| Technical | Quality | 70.00% |

| Name | Type | Weighting |
|------------|-------|-----------|
| Commercial | Price | 30.00% |

Other information

Payment terms

Refer to ITT

Description of risks to contract performance

Refer to ITT

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Justification for not publishing a preliminary market engagement notice

Procurement was initiated prior to the Procurement Act 23 regulations

Contracting authority

Transport for Wales Rail Limited (Utility Buyer)

- Companies House: 12619906

3 Llys Cadwyn

Pontypridd

CF37 4TH

United Kingdom

Contact name: Chloe Allen

Email: chloe.allen@tfw.wales

Website: <http://www.tfwrail.wales>

Region: UKL15 - Central Valleys

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales