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Tender

## **National Insights Survey**

Rail Delivery Group

F05: Contract notice – utilities

Notice identifier: 2024/S 000-028839

Procurement identifier (OCID): ocds-h6vhtk-049959

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### **Section I: Contracting entity**

#### **I.1) Name and addresses**

Rail Delivery Group

First Floor, North, 1 Puddle Dock

London

EC4V 3DS

#### **Contact**

Tosin Sanusi

#### **Email**

[tosin.sanusi@raildeliverygroup.com](mailto:tosin.sanusi@raildeliverygroup.com)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.raildeliverygroup.com/>

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

<https://raildeliverygroup.tlb.app.jaggaer.com/go/569321560191D6636861>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://raildeliverygroup.tlb.app.jaggaer.com/go/569321560191D6636861>

Tenders or requests to participate must be submitted to the above-mentioned address

**I.6) Main activity**

Railway services

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

National Insights Survey

**II.1.2) Main CPV code**

- 73110000 - Research services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

RDG is seeking a qualified supplier or consortium of suppliers to manage and deliver a comprehensive Rail Customer Experience Survey over a three-year contract, commencing in Spring 2025. This survey will gather consistent, high-quality customer experience data across the UK rail industry, including insights from passengers using Train Operating Companies (TOCs) and Network Rail services. The goal is to provide data that helps the rail industry place customers at the heart of service improvements, allowing for targeted investments to boost customer satisfaction and drive revenue growth.

The successful bidder must ensure continuous data collection during each rail period from a representative sample of rail passengers aged 16 and over. Key requirements include the ability to process and deliver data in near real-time via an automated connection, ensuring that data is available daily for analysis by RDG and industry stakeholders. Compliance with GDPR is mandatory, and suppliers should demonstrate their ability to manage and secure sensitive customer information.

Additionally, the survey data will enable the rail industry to align strategic goals, identify improvement opportunities, and provide actionable insights at both a national and TOC level. RDG aims to build a trusted benchmark for customer experience, and the selected supplier will be expected to provide weekly reporting and adhere to strict service levels to ensure the quality and timeliness of data.

Interested parties are invited to participate in the tender process through RDG's eProcurement system, where they can access the full tender documentation and submit their proposals. For more details and to respond to this notice, please visit the link below:

<https://raildeliverygroup.tlb.app.jaggaer.com/go/474990990191D744803A>

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 73110000 - Research services
- 79300000 - Market and economic research; polling and statistics
- 79310000 - Market research services
- 79342000 - Marketing services

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement**

The Rail Delivery Group (RDG) is seeking a supplier or group of suppliers to conduct a Rail Customer Experience Survey that will provide ongoing, reliable insights into passenger experiences across Great Britain.

Nature of Services:

- **Continuous Data Collection:** The supplier will collect feedback from rail passengers aged 16+ during each rail period, covering the entire customer journey from planning to post-travel. This data must be representative of the rail population and enable analysis at the local, regional, and national levels.
- **Automated Reporting:** The supplier must provide RDG with daily access to the survey results via an automated data system. Online responses should be accessible immediately, and paper-based responses within seven days.
- **Incentivized Participation:** The use of incentives, such as vouchers, is encouraged to improve response rates based on previous field trials.

Quantity of Work:

- **Survey Size:** The supplier is responsible for delivering between 5,000 and 25,000 completed questionnaires per rail period, depending on the methodology and sampling plan agreed upon.
- **Fieldwork Management:** The supplier will deploy trained fieldworkers to collect data across the rail network, ensuring sample targets are met. Contingency plans for rail delays and disruptions must be in place.
- **Data Security:** All data must be processed securely in compliance with GDPR, with personal data appropriately handled and protected.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

The option to extend will be for up to a further 2 years as increments of no less than 12 months

**II.2.9) Information about the limits on the number of candidates to be invited**

Maximum number: 5

**II.2.10) Information about variants**

Variants will be accepted: Yes

**II.2.11) Information about options**

Options: No

**II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

#### **III.1.4) Objective rules and criteria for participation**

List and brief description of rules and criteria

Please refer to the tender documents for more information

#### **III.1.7) Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

Please refer to the tender documents for more information

#### **III.1.8) Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

Please refer to the tender documents for more information

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

Please refer to the tender documents for more information

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

25 September 2024

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

21 October 2024

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 12 (from the date stated for receipt of tender)

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Rail Delivery Group

First Floor North, ?1 Puddle Dock,

London,

EC4V 3DS

Telephone

+44 2078418000

Country

United Kingdom