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Planning

Google Analytics and Webtrends WTO

RAIL DELIVERY GROUP LIMITED

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

Notice identifier: 2025/S 000-037000

Procurement identifier (OCID): ocids-h6vhtk-05580d

Published 3 July 2025, 9:39am

Scope

Reference

Project 24

Description

This Planned Procurement Notification (PPN) has been issued by Train Information Services Limited (TISL) trading as Rail Delivery Group (RDG) under the auspices of its members Train Operating Companies (TOCs) who operate main line passenger train services in the United Kingdom.

RDG will look to procure a UK-based Google certified service partner for its ongoing Google Analytics 360 (GA4), Google Tag Manager 360 (GTM) and Big Query management across its core digital products: National Rail Enquiries (NRE), Railcard and Days Out Guide as well as the ongoing service and management of Webtrends WTO on NRE.

RDG will look to award a service contract in November 2026 with a view for the incumbent service to be transferred to the winning Bidder, if necessary, tested and approved for go

live on 1st April 2027. Associated licence contracts for Google Analytics and Webtrends WTO will be required from the winning Bidder in addition to the Services.

The GA4 and GTM service allows RDG to record, track and measure user behaviour and ROI management information as well as manage integration scripts and tags. Webtrends WTO allows RDG to carry out conversion rate optimisation activity on NRE only. The following is a list of potential required services:

- The winning Bidder will be expected to have regular, monthly meetings face to face at RDG's offices in London, as well as ad hoc meetings free of charge;
- The winning Bidder will also be RDG's GA4 360 Premier Partner and Webtrends WTO partner qualified under Google Services for UX Personalisation, Site Speed and Progressive Web Apps;
- E-commerce analytics
- Conversion rate analysis
- Progressive Web Apps
- Server side analytics
- OneTrust
- Big Query (Enterprise level)
- Bespoke LookerStudio dashboard intake and ongoing management
- GDPR (Compliance and capability)
- UX design and development
- Transport and Travel - rail is preferable
- Client credentials for all the above
- Client NPS
- Analytics employee size
- Datalayers and tagging related to GTM. Suppliers will need to have knowledge of datalayers, building javascript variables and building tags for GA4

Contract dates (estimated)

- 27 November 2026 to 26 November 2030
- Possible extension to 26 November 2034
- 8 years

Description of possible extension:

RDG is looking to put in place a contract for four years with the ability to extend for a further four years, either as a whole or as increments of no less than six months.

Options

The right to additional purchases while the contract is valid.

Any Google Analytics or Webtrends WTO related software that may either come into existence during the contract, or are a variation of existing software

Main procurement category

Services

CPV classifications

- 72212220 - Internet and intranet software development services
- 72212221 - Internet browsing software development services
- 72212222 - Web server software development services
- 72212700 - Software development services utilities

- 72212900 - Miscellaneous software development services and computer systems
- 72212982 - Configuration management software development services
- 72600000 - Computer support and consultancy services

Contract locations

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

Submission

Publication date of tender notice (estimated)

5 January 2026

Enquiry deadline

25 January 2026, 11:59pm

Submission type

Requests to participate

Deadline for requests to participate

1 February 2026, 11:59pm

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Suppliers to be invited to tender

5 to 6 suppliers

Selection criteria:

This will be released in the Evaluation Methodology which will be released with the COP In January 2026. It should be noted that the dates above are for the COP, the RFP will be open once the COP has been reviewed and scored. The top 5-6 Bidders will be taken through to the RFP stage. This will be based on scoring which will be released in the Evaluation Methodology which will be released with the COP in January 2026.

Award decision date (estimated)

1 July 2026

Procedure

Procedure type

Competitive flexible procedure

Special regime

Utilities

Documents

Documents to be provided after the tender notice

Bidders will need to contact Sam Stevens when the Tender Notice is issued in order to be added to the procurement web portal and the COP and RFP.

Contracting authority

RAIL DELIVERY GROUP LIMITED

- Companies House: 08176197
- Public Procurement Organisation Number: PMXW-9895-MJXN

First Floor North

London

EC4V 3DS

United Kingdom

Contact name: Sam Stevens

Email: sam.stevens@raildeliverygroup.com

Region: UKI31 - Camden and City of London

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)