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Award

Mystery Shop

Transport for Wales Rail Limited (Utility Buyer)

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

Notice identifier: 2025/S 000-038025

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

Published 7 July 2025, 5:15pm

Scope

Reference

TFW0869.00

Description

Transport for Wales Rail Limited (TfWRL) has awarded a contract for the design and delivery of a comprehensive mystery shopper programme to assess and improve customer experience across its transport network. The programme includes regular mystery shopping activities—covering stations, onboard services, and journeys undertaken by passengers with accessibility needs—across all modes of travel including rail, Metro, TrawsCymru, and Fflecsi, with provision for future multimodal travel.

Contract 1. Mystery Shop

Supplier

- [E.S.A \(Market Research\) Limited](#)

Contract value

- £194,740 excluding VAT
- £233,688 including VAT

Above the relevant threshold

Award decision date

4 July 2025

Date assessment summaries were sent to tenderers

4 July 2025

Standstill period

- End: 17 July 2025
- 8 working days

Earliest date the contract will be signed

18 July 2025

Contract dates (estimated)

- 1 September 2025 to 1 September 2028
- Possible extension to 1 September 2030
- 5 years, 1 day

Description of possible extension:

Option to extend for 2x 1 year periods

Main procurement category

Services

Options

The right to additional purchases while the contract is valid.

Potential option to extend to other modes of transport, including rail, Metro, Traws buses, Fflecsi), with the possibility of increased requirements as the company embarks on adding future multimodal means of travel.

CPV classifications

- 79310000 - Market research services

Contract locations

- UK - United Kingdom
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Information about tenders

- 10 tenders received
- 10 tenders assessed in the final stage:
 - 9 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 9 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Supplier

E.S.A (Market Research) Limited

- Public Procurement Organisation Number: PJJJ-1725-YQYL

12-20 Baron Street

London

N1 9LL

United Kingdom

Email: contact.us@esa-retail.co.uk

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Mystery Shop

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