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Tender

Customer Insights Tracker

Rail Delivery Group

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

Notice identifier: 2025/S 000-041165

Procurement identifier (OCID): ocds-h6vhtk-0561d1 ([view related notices](#))

Published 18 July 2025, 9:25am

Scope

Description

The Rail Delivery Group (RDG) is seeking to procure a supplier to deliver three ongoing customer insight tracker surveys: the General Public Tracker, the Rail Demand Tracker, and the Customer Information Survey (InfoTracker). These trackers are essential for understanding public and customer perceptions of the rail industry, demand trends, and satisfaction with information provision, particularly during disruption.

The appointed supplier will design and deliver robust, representative quarterly surveys, manage all fieldwork and data processing, and provide insightful analysis and regular reporting. The contract will be for two years, with an option to extend for a further three. All activities must align with PA23 procurement compliance, ensuring transparency, integrity, and data quality. Findings will support RDG's strategic decision-making and stakeholder engagement, with outputs used internally and for external communications.

Total value (estimated)

- £500,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 April 2026 to 31 March 2028
- Possible extension to 28 March 2031
- 4 years, 11 months, 28 days

Description of possible extension:

The contract may be extended for up to an additional three years beyond the initial two-year term. Extensions may be applied as a single three-year extension or in smaller increments (e.g., 1+1+1 years), subject to continued performance, availability of funding, and evolving research needs. Extensions would be used to maintain continuity of insight tracking, uphold trend data integrity, and respond to future customer insight requirements in line with RDG's strategic objectives.

Options

The right to additional purchases while the contract is valid.

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Main procurement category

Services

CPV classifications

- 73110000 - Research services

- 79310000 - Market research services

Submission

Submission type

Requests to participate

Deadline for requests to participate

11 August 2025, 11:59pm

Submission address and any special instructions

<https://raildeliverygroup.tlb.app.jaggaer.com/>

Then search for 'Customer Insights Tracker CoP

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

12 December 2025

Award criteria

Name	Type	Weighting
Technical	Quality	65%
Commercial	Quality	35%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Special regime

Utilities

Competitive flexible procedure description

The procurement will follow a three-stage process:

Selection Stage – Suppliers will be shortlisted based on their expressions of interest/CoP and compliance with selection criteria.

Written Response and Evaluation – Shortlisted suppliers will be invited to submit written responses to a detailed set of requirements. These responses will be evaluated against published award criteria.

Presentation Stage – Selected suppliers will present their proposals to clarify and expand on their written submissions.

BAFO (Best and Final Offer) – Following presentations, suppliers may be invited to submit a Best and Final Offer, which will be evaluated to determine the preferred bidder.

Documents

Documents to be provided after the tender notice

All procurement documents will be made available electronically and free of charge via the eSourcing Portal, Jaggaer..

Bidders will be required to register on the platform to access the full suite of tender documentation, including the Statement of Requirements, evaluation criteria, terms and conditions, and response templates. Clarifications and updates during the tender process will also be issued through the same portal to ensure transparency and equal access to information.

Suppliers will be required to submit their responses electronically via the same portal by the stated deadline. No hard copy or email submissions will be accepted. Access to documents will remain open until the submission deadline.

Contracting authority

Rail Delivery Group

- Companies House: 08176197

First Floor, 1 Puddle Dock, London

London

EC4V 3DS

United Kingdom

Contact name: Tosin Sanusi

Email: procurement@raildeliverygroup.com

Region: UKI31 - Camden and City of London

Organisation type: Public authority - sub-central government