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Contract

Trustpilot Enterprise Upgrade

Transport for Wales Rail Limited (Utility Buyer)

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-060621

Procurement identifier (OCID): ocds-h6vhtk-05a44a

Published 29 September 2025, 4:03pm

Scope

Reference

C001248.00

Description

Transport for Wales (TfW) has awarded a contract via direct award to Trustpilot for the provision of its Enterprise-level platform upgrade.

The Trustpilot Enterprise solution offers exclusive capabilities essential to TfW's strategic objectives around customer trust, digital engagement, and conversion. These include full API access, AI-powered review management, Google Seller Ratings eligibility, and advanced analytics.

Contract 1. Trustpilot Enterprise Upgrade

Supplier

- Trustpilot Ltd

Contract value

- £127,200 excluding VAT
- £152,640 including VAT

Below the relevant threshold

Date signed

25 September 2025

Contract dates

- 1 October 2025 to 1 October 2027
- Possible extension to 1 October 2029
- 4 years, 1 day

Description of possible extension:

1 + 1 year optional extensions

Main procurement category

Services

CPV classifications

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

Contract locations

- UK - United Kingdom

Procedure

Procedure type

Below threshold - without competition

Supplier

Trustpilot Ltd

- Public Procurement Organisation Number: PMZG-3123-HQCM

5TH FLOOR, THE MINSTER BUILDING, 21 MINCING LANE

LONDON

EC3R 7AG

United Kingdom

Email: jonh@trustpilot.com

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Trustpilot Enterprise Upgrade

Contracting authority

Transport for Wales Rail Limited (Utility Buyer)

- Public Procurement Organisation Number: PVJP-5451-JYWQ

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