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Tender

National Railcard Strategic Commercial Partner Service

ATOC Limited

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

Notice identifier: 2025/S 000-068353

Procurement identifier (OCID): ocds-h6vhtk-05d3bb

Published 24 October 2025, 5:35pm

Scope

Description

The Rail Delivery Group (RDG) are looking to appoint an exclusive partner to offer National Railcards as a value added incentive to their customers, in order to drive additional card revenue and travel revenue for the rail industry.

National Railcards provide 1/3 off most rail fares across Great Britain and on average save cardholders £172 per year on rail fares.

Most Railcards cost £35 for a 1-year Railcard and £80 for a 3-year Railcard, where available.

Historically RDG have worked with a partner to create an exclusive Railcard. RDG are now looking to open the opportunity up to other audiences and will consider all proposals.

The successful partner will need to commit to a minimum payment obligation per year and minimum marketing commitment to promote the strategic partnership with RDG. The partner will be selected based upon the highest proposed revenue return for RDG over the term of the contract.

The minimum term of the contract is 3 years, with an option to extend for up to a further 3 years. Preparation and development will need to commence as soon as the contract is

awarded, ideally in March/April 2026, to be ready for the issuing of Railcards from July/August 2026.

Total value (estimated)

- £0 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 April 2026 to 31 March 2029
- Possible extension to 31 March 2032
- 6 years

Description of possible extension:

Term extension if required at buyer discretion.

Main procurement category

Services

CPV classifications

- 63711000 - Support services for railway transport

Submission

Enquiry deadline

7 November 2025, 5:00pm

Tender submission deadline

28 November 2025, 12:00pm

Submission address and any special instructions

Documentation available on registration via

<https://raildeliverygroup.tlb.app.jaggaer.com/go/14781265019A17085451>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

26 January 2026

Award criteria

Name	Type	Weighting
Technical	Quality	65%
Commercial	Price	35%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Special regime

Utilities

Contracting authority

ATOC Limited

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Email: mark.earey@raildeliverygroup.com

Region: UKI31 - Camden and City of London

Organisation type: Public authority - sub-central government