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Planning

## **Website & App Development and Support including provision of SEO and content services**

London North Eastern Railway Ltd.

F04: Periodic indicative notice – utilities

Periodic indicative notice only

Notice identifier: 2023/S 000-001169

Procurement identifier (OCID): ocds-h6vhtk-03977f

Published 13 January 2023, 4:37pm

### **Section I: Contracting entity**

#### **I.1) Name and addresses**

London North Eastern Railway Ltd.

York

#### **Email**

[anke.tymens@lner.co.uk](mailto:anke.tymens@lner.co.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

#### **Internet address(es)**

Main address

[www.lner.co.uk](http://www.lner.co.uk)

### **I.3) Communication**

Additional information can be obtained from the above-mentioned address

### **I.6) Main activity**

Railway services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Website & App Development and Support including provision of SEO and content services

Reference number

RFX REQ1000175

#### **II.1.2) Main CPV code**

- 72000000 - IT services: consulting, software development, Internet and support

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

LNER are on a journey to revolutionise the digital customer experience for rail travellers in the UK and further afield. Our customers' digital and online booking needs are evolving quickly, and we are looking to procure a supplier to join us on this exciting journey to develop and support our LNER Website and App under a single contract, helping us build on synergies and efficiencies across both channels. We need be able to provide our customers with a slick, intuitive, mobile-first experience for searching, comparing, and booking rail tickets and extras, as well as being able to manage their bookings online and find information about our services.

LNER run long-distance high-speed services on a route that stretches over 900 miles, and

a key part of our ambitious digital transformation programme is to develop our online channels (specifically Web & App) and search presence further to become market-leading in the transport industry, and to allow us to accelerate and deliver our innovative digital roadmap.

We are reprocurring to provide a renewed basis for continued online investment in our Website and App over the next 3 years - this will encompass the management and evolution of our full retail ecosystem & middleware components, ongoing support and maintenance, a website rebuild, CMS administration, SEO management, accessibility, and development of projects from inception through to delivery.

The new arrangement aims to be in place by Summer 2023, to build on our vision of a world-class, mobile-first digital offering which will provide a best-in-class experience for retailing solutions that are scalable and reusable with the ability to white label as required. We expect that this will include significant development to improve on the design and effectiveness of our current digital channels.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Work activities will include discovery & innovation to support new features, solution design, scoping requirements, UX & design, user research, development, SEO & content management, accessibility, testing, delivery, support, performance analytics / KPI measurement and continuous improvement of the LNER Website and App.

LNER is looking to engage with potential suppliers in the market with a view to publish a tender for the requirement in the next 60 days or so.

Applicants are requested to complete the questionnaire located at <https://forms.office.com/e/gPeCfpS3mV> to give initial insights by Friday 03 February 2023

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

This contract is subject to renewal

Yes

Description of renewals

This is an ongoing requirement.

#### **II.2.14) Additional information**

Applicants are requested to complete the questionnaire located at <https://forms.office.com/e/gPeCfpS3mV> to give initial insights by Friday 03 February 2023

#### **II.3) Estimated date of publication of contract notice**

1 March 2023

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### **Section IV. Procedure**

#### **IV.1) Description**

##### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No