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Contract

Travel Rewards Mobile App to Influence Behaviour

West Yorkshire Combined Authority

F03: Contract award notice

Notice identifier: 2025/S 000-016486

Procurement identifier (OCID): ocds-h6vhtk-048bb0

Published 23 April 2025, 12:21pm

Section I: Contracting authority

I.1) Name and addresses

West Yorkshire Combined Authority

Wellington House, 40-50 Wellington Street

Leeds

LS1 2DE

Contact

St David Deji-Adams

Email

david.deji-adams@westyorks-ca.gov.uk

Country

United Kingdom

Region code

UKE4 - West Yorkshire

National registration number

8876556

Internet address(es)

Main address

<https://www.westyorks-ca.gov.uk>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/103257>

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Travel Rewards Mobile App to Influence Behaviour

Reference number

94003

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

West Yorkshire Combined Authority has appointed an external organisation to promote active and sustainable travel across West Yorkshire region through the provision of a rewards-based, off-the-shelf mobile App.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £420,000

II.2) Description

II.2.2) Additional CPV code(s)

- 72212445 - Customer Relation Management software development services
- 72212480 - Sales, marketing and business intelligence software development services

- 72212481 - Sales or marketing software development services
- 72212482 - Business intelligence software development services
- 72212517 - IT software development services
- 72262000 - Software development services

II.2.3) Place of performance

NUTS codes

- UKE - Yorkshire and the Humber

Main site or place of performance

LS1 2DE

II.2.4) Description of the procurement

West Yorkshire Combined Authority has appointed an external organisation to engage with local communities to promote active and sustainable travel through the provision of an off-the-shelf mobile App which works for all mobile operating systems, which can successfully track journeys made by a user and offer rewards for travelling on foot, by bike or on public transport. Rewards offered should be localised as much as possible within West Yorkshire and suppliers should aim to promote local business growth.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70%

Quality criterion - Name: Social Value / Weighting: 10%

Price - Weighting: 20%

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-039824](#)

Section V. Award of contract

Contract No

CA94003

Title

Travel Rewards Mobile App to Influence Behaviour

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

14 April 2025

V.2.2) Information about tenders

Number of tenders received: 12

Number of tenders received from SMEs: 12

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 11

Number of tenders received by electronic means: 12

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

BetterPoints Ltd

3 The Mount

Trumpsgreen Road, Virginia Water

Surrey ,GU25 4EJ

Email

jack.windle@betterpoints.uk

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

7356214

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £450,000

Total value of the contract/lot: £420,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

London

Country

United Kingdom