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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](mailto: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

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## **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](#)

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## **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](mailto: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

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court of England and Wales

London

Country

United Kingdom