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Tender

L25013-T-SG - Customer Data Unification Platform

London Luton Airport Operations Limited

F05: Contract notice – utilities

Notice identifier: 2025/S 000-017128

Procurement identifier (OCID): ocds-h6vhtk-0507e3

Published 25 April 2025, 4:20pm

Section I: Contracting entity

I.1) Name and addresses

London Luton Airport Operations Limited

Percival House, Percival Way

Luton

LU2 9NU

Email

shannen.gillingwater@ltn.aero

Telephone

+44 1582405100

Fax

+44 1582405100

Country

United Kingdom

Region code

UKH21 - Luton

Internet address(es)

Main address

<https://www.london-luton.co.uk/corporate>

Buyer's address

<https://www.london-luton.co.uk/corporate>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

https://london-luton.ukp.app.jaggaer.com/esop/ogc-host/public/london_luton_airport_operations/web/login.html

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

https://london-luton.ukp.app.jaggaer.com/esop/ogc-host/public/london_luton_airport_operations/web/login.html

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

https://london-luton.ukp.app.jaggaer.com/esop/ogc-host/public/london_luton_airport_operations/web/login.html

I.6) Main activity

Airport-related activities

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

L25013-T-SG - Customer Data Unification Platform

Reference number

L25013-T-SG

II.1.2) Main CPV code

- 72300000 - Data services

II.1.3) Type of contract

Services

II.1.4) Short description

LLA has the aim of delivering seamless & personalised guest experiences at every touchpoint that drive value for the guests and the business. In order to meet this ambition, LLA requires a suitably experienced and technologically capable Customer Data Platform provider to unify LLA's guest data into a single customer view, ingest relevant contextual data from the operation and third parties to orchestrate personalised, contextually relevant and useful guest experiences delivered seamlessly across existing and new touchpoints as they are developed.

This contract would be awarded for a six-year period. This will be subject to good performance of the supplier and success of the platform, that it continues to be market leading and meets the evolving requirements of LLA & our guests.

For further details, please see the tender documentation available via the procurement portal.

II.1.5) Estimated total value

Value excluding VAT: £480,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 48000000 - Software package and information systems
- 48480000 - Sales, marketing and business intelligence software package
- 48482000 - Business intelligence software package
- 48610000 - Database systems
- 48611000 - Database software package
- 48613000 - Electronic data management (EDM)
- 48614000 - Data-acquisition system
- 64216110 - Electronic data exchange services
- 72000000 - IT services: consulting, software development, Internet and support
- 72300000 - Data services
- 72310000 - Data-processing services
- 72311100 - Data conversion services
- 72312100 - Data preparation services
- 72313000 - Data capture services
- 72314000 - Data collection and collation services
- 72316000 - Data analysis services
- 72322000 - Data management services
- 72330000 - Content or data standardization and classification services

II.2.3) Place of performance

NUTS codes

- UKH21 - Luton

II.2.4) Description of the procurement

LLA has the aim of delivering seamless & personalised guest experiences at every touchpoint that drive value for the guests and the business. In order to meet this ambition,

LLA requires a suitably experienced and technologically capable Customer Data Platform provider to unify LLA's guest data into a single customer view, ingest relevant contextual data from the operation and third parties to orchestrate personalised, contextually relevant and useful guest experiences delivered seamlessly across existing and new touchpoints as they are developed.

This contract would be awarded for a six-year period. This will be subject to good performance of the supplier and success of the platform, that it continues to be market leading and meets the evolving requirements of LLA & our guests.

For further details, please see the tender documentation available via the procurement portal.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £480,000

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

Duration in months

72

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

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

II.2.14) Additional information

Please see tender documents.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Please see tender documents.

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.1.4) Objective rules and criteria for participation

List and brief description of rules and criteria

Please see tender documents for details.

III.1.8) Legal form to be taken by the group of economic operators to whom the contract is to be awarded

Please see tender documents for details.

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

Please see tender documents for details.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

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

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

16 May 2025

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

Please see tender documents for details.

VI.4) Procedures for review

VI.4.1) Review body

London Luton Airport - The Legal team

Percival House, Percival Way

Luton

LU2 9NU

Email

procurement.team@ltn.aero

Telephone

+44 1582405100

Fax

+44 1582405100

Country

United Kingdom

Internet address

<https://www.london-luton.co.uk/corporate>

VI.4.2) Body responsible for mediation procedures

London Luton Airport - The Legal team

Percival House, Percival Way

Luton

LU2 9NU

Email

procurement.team@ltn.aero

Telephone

+44 1582405100

Fax

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Country

United Kingdom

Internet address

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VI.4.4) Service from which information about the review procedure may be obtained

London Luton Airport - The Legal team

Percival House, Percival Way

Luton

LU2 9NU

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