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Contract

Mobility as a Service Application

West Midlands Combined Authority

F03: Contract award notice

Notice identifier: 2023/S 000-018392

Procurement identifier (OCID): ocds-h6vhtk-02900f

Published 28 June 2023, 1:05pm

Section I: Contracting authority

I.1) Name and addresses

West Midlands Combined Authority

16 Summer Lane

Birmingham

B19 3SD

Contact

West Midlands Combined Authority

Email

procurement.team@wmca.org.uk

Telephone

+44 3453036760

Country

United Kingdom

Region code

UKG - West Midlands (England)

Internet address(es)

Main address

www.wmca.org.uk

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

Mobility as a Service Application

Reference number

02568-2020

II.1.2) Main CPV code

- 72421000 - Internet or intranet client application development services

II.1.3) Type of contract

Services

II.1.4) Short description

The aim of this project was to provide a step-change improvement in the customer experience for planning, booking, and paying for travel using sustainable modes of

transport in the West Midlands, while allowing Transport for West Midlands (TfWM) and transport operators in the region to capture more information and insights about the way that people travel in the region.

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: £1,285,775

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

The aim of this project was to provide a step-change improvement in the customer experience for planning, booking, and paying for travel using sustainable modes of transport in the West Midlands, while allowing Transport for West Midlands (TfWM) and transport operators in the region to capture more information and insights about the way that people travel in the region.

This supports TfWM and transport operators' strategic objectives to increase the use of public transport, active travel, and new forms of mobility, thereby ensuring a viable transport network and supporting the #WM2041 initiative.

The outcomes of MaaS will also enhance, complement, and assist with the evaluation of other future transport initiatives in the West Midlands such as e-scooters, Demand Responsive Transport (DRT).

The data sourced from MaaS will also be used to support modelling which supports business cases for enhancing the investment in transport networks in the West Midlands and facilitates the better day-to-day operation of the transport network.

TfWM and its operators define MaaS as a one-stop interface – normally in the form of a mobile app, with which users can plan, book, and pay for a journey across multiple transport modes including public transport and active modes, as well as modes such as cycle hire, car hire, ridesharing, walking, and cycling. MaaS can be used as a tool to influence behavior.

TfWM sought to appoint a delivery partner (the Delivery Partner) through a Competitive Procedure with Negotiation Process pursuant to Regulation 29 of the Public Contracts Regulations 2015. The Delivery Partner will, supply, design, install, deliver, and operate the required systems in conjunction with Transport for West Midlands and partner public transport operators.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 55%

Quality criterion - Name: Commercial / Weighting: 40%

Quality criterion - Name: Social Value / Weighting: 5%

Price - Weighting: 40%

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

Competitive procedure with negotiation

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: [2021/S 000-018320](#)

Section V. Award of contract

Title

Mobility as a Service Application

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 June 2023

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

FOD Mobility UK Ltd

3rd Floor, The Waterfront Building, Salts Mill Road

ShIPLEY

BD17 7EZ

Country

United Kingdom

NUTS code

- UKE41 - Bradford

National registration number

02712473

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: £1,800,000

Total value of the contract/lot: £1,285,775

Section VI. Complementary information

VI.3) Additional information

The initial contract period is 2 years with options to extend for up to 3 more years.

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

The Strand

London

Country

United Kingdom