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Planning

## **?Travel Rewards Mobile App to Influence Behaviour**

West Yorkshire Combined Authority

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-026173

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

Published 16 August 2024, 3:04pm

### **Section I: Contracting authority**

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

West Yorkshire Combined Authority

Wellington House, 40-50 Wellington Street

Leeds

LS1 2DE

#### **Contact**

Carla Shoesmith

#### **Email**

[carla.shoesmith@westyorks-ca.gov.uk](mailto:carla.shoesmith@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.3) Communication**

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

<https://uk.eu-supply.com/ctm/Supplier/Documents/Folder/89601>

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

?Travel Rewards Mobile App to Influence Behaviour

Reference number

90437

#### 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

\*PIN ONLY\*

We are looking to commission an external organisation to engage with local communities to promote active and sustainable travel through a rewards-based platform. The successful delivery organisation should be able to offer an app-based platform 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, relevant to the audience and should promote reasonable changes in travel behaviour.

The anticipated contract start is January 2025 with an end date of March 2027.

The estimated contract value is up to £450,000 (excluding vat).

#### II.1.5) Estimated total value

Value excluding VAT: £450,000

#### II.1.6) Information about lots

This contract is divided into lots: No

### II.2) Description

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

NUTS codes

- UKE4 - West Yorkshire

Main site or place of performance

West Yorkshire

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

**\*PIN ONLY\***

West Yorkshire Combined Authority's Active Travel and Behaviour Change team works in partnership with a range of public, private and community organisations to encourage more people to travel actively for short journeys. Communities across West Yorkshire and York are seeing the benefits of new, high-quality cycling and walking infrastructure, including Bradford's Canal Road Cycleway, Leeds's City Centre Cycle Superhighway, the Castleford Wakefield Greenway, a series of canal towpath upgrades in Bradford, Kirklees and Calderdale, and Scarborough Bridge, York.

We are looking to commission an external organisation to engage with local communities to promote active and sustainable travel through a rewards-based platform. The successful delivery organisation should be able to offer an app-based platform 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, relevant to the audience and should promote reasonable changes in travel behaviour.

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

11 October 2024

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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: Yes