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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

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

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

II.3) Estimated date of publication of contract notice

11 October 2024

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