

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/033003-2024>

Tender

## **Website maintenance services**

THE CHILTERN RAILWAY COMPANY LIMITED

F05: Contract notice – utilities

Notice identifier: 2024/S 000-033003

Procurement identifier (OCID): ocds-h6vhtk-04abcf

Published 14 October 2024, 2:51pm

### **Section I: Contracting entity**

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

THE CHILTERN RAILWAY COMPANY LIMITED

Doxford International Business Park

Sunderland

SR33XP

#### **Email**

[procurement.department@chilternrailways.co.uk](mailto:procurement.department@chilternrailways.co.uk)

#### **Country**

United Kingdom

#### **Region code**

UKC23 - Sunderland

## **Companies House**

03007939

## **Internet address(es)**

Main address

<https://www.chilternrailways.co.uk/>

## **I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

<https://chilternrailways.marketdojo.com>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://chilternrailways.marketdojo.com>

## **I.6) Main activity**

Railway services

---

## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Website maintenance services

#### **II.1.2) Main CPV code**

- 72212222 - Web server software development services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Chiltern Railways Limited (CRCL) will be conducting a tender for the maintenance of its website and other digital services for passengers who travel on the rail network and in particular

passengers who use CRCL train services.

CRCL defines its website as:

- A digital marketing website which will provide information to customers, CRCL marketing opportunities, customer support and account management. The website is also the "shop window" to allow CRCL to retail rail tickets online. The website can be found at <https://www.chilternrailways.co.uk/>

Other Digital Services are also expected to be provided by the winning bidder, including but not limited to -

- Website Maintenance
- Website Hosting
- Data Capture
- Reporting & Analytics
- SEO/ Digital PR services
- CRO Services
- Project & Account Management

#### **II.1.5) Estimated total value**

Value excluding VAT: £1,030,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

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

NUTS codes

- UKG - West Midlands (England)
- UKI - London

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

Chiltern Railways Limited (CRCL) will be conducting a tender for the maintenance of its website and other digital services for passengers who travel on the rail network and in particular

passengers who use CRCL train services.

CRCL defines its website as:

- A digital marketing website which will provide information to customers, CRCL marketing opportunities, customer support and account management. The website is also the "shop window" to allow CRCL to retail rail tickets online. The website can be found at <https://www.chilternrailways.co.uk/>

Website Maintenance will include the following as a minimum:

- Overall technical management of CRCL's website, delivering acceptable performance and uptime in a compliant, secure manner
- Resolution of incidents, bugs and issues
- Integrations with relevant data systems to deliver critical customer support information
- Working with CRCL to deliver website upgrades and improvements
- An effective Content Management System allowing CRCL to add, change and delete website content easily and quickly

The scope of this contract is maintenance of the current CRCL website. CRCL will be looking to deliver upgrades and improvements to the current website through the term of the contract, rather than seeking a new website to be built.

Other Digital Services are also expected to be provided by the winning bidder. These will include:

- Cookie compliance for CRCL's website and mobile apps (iOS and Android)

- Accessibility tool for CRCL's website
- Abandoned basket
- Search Engine Optimisation / Conversion Rate Optimisation
- Content creation

This tender supports CRCL's digital ambitions, which focuses on delivering the best digital and

journey experience with Chiltern, in a cost-effective manner.

For Chiltern to be the best transport operator it can be, it needs a digital ecosystem that will deliver the levels of trust, security, support and inspiration that its customers are looking for.

Chiltern operates regular services on four main routes, supporting communities in the West Midlands and South-East England:

- London to Birmingham
- London to Oxford
- London to Aylesbury
- London to Stratford-upon-Avon

Locations served by Chiltern include Warwick, Leamington Spa, Banbury, Bicester Village, High Wycombe, Gerrards Cross and Wembley Stadium.

It is a requirement that the preferred supplier can supply both the Website Maintenance and

Digital Services. Bidders will be able to propose solutions that allow for sub-contracting if required to deliver both the Website Maintenance and Digital Services but there must be one lead bidder who CRCL will contract with if the bidder is successful and whom will be liable for all elements of the contract. Therefore only the lead supplier should respond to this Contract Notice and partake in the tender

## **II.2.5) Award criteria**

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

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Option to extend by 2 years

### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 3

Maximum number: 6

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

---

## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **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

to be confirmed in the ITN

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

to be confirmed in the ITN

---

## **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

13 November 2024

#### **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: 6 (from the date stated for receipt of tender)



---

## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

The Chiltern Railway Company Limited

Sunderland

Country

United Kingdom