

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

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