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Award

## Passenger Booking and Journey Planning App

Transport for Wales Rail Limited (Utility Buyer)

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-034423

Procurement identifier (OCID): ocds-h6vhtk-0551d5 ([view related notices](#))

Published 23 June 2025, 2:31pm

## Scope

## Reference

TfW0893.00

## Description

Service support and maintenance for the current Passenger Booking and Journey Planning App. Plus continued support for 'in flight' development and limited essential development to ensure passenger needs are supported.

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## Contract 1. Passenger Booking and Journey Planning

## Application

### Supplier

- [Imaginet Limited](#)

### Contract value

- £2,553,937.54 excluding VAT
- £3,064,725.05 including VAT

Above the relevant threshold

### Earliest date the contract will be signed

1 July 2025

### Contract dates (estimated)

- 9 July 2025 to 8 July 2027
- Possible extension to 8 July 2029
- 4 years

Description of possible extension:

Options to extend on two occasions for periods of up to 12 months on each occasion.

### Main procurement category

Goods

## **Options**

The right to additional purchases while the contract is valid.

Additional call off of sprints to support essential delivery of elements of the forward retail plan for development already in flight or critical work as may arise to ensure continued stability of service for passengers.

## **CPV classifications**

- 48100000 - Industry specific software package
- 48400000 - Business transaction and personal business software package
- 72200000 - Software programming and consultancy services

## **Contract locations**

- UKL - Wales

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Other information**

## **Description of risks to contract performance**

Unanticipated delays in technical delivery to the programme, due to the complexities of multiple connected IT Projects upon which this agreement may have interdependencies.

The longer term strategic direction is currently in development and at an early stage of the project.

It is therefore not possible to identify and assess all risks at this time.

Changes to the current budget position, causing development plans to be amended.

Unplanned delays with the delivery of inflight activity by the supplier.

For the reasons above, modifications to the contract may be required during the term.

## **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Direct award

### **Special regime**

Utilities

### **Direct award justification**

- Additional or repeat goods, services or works - extension or partial replacement
- Single supplier - intellectual property or exclusive rights
- Single supplier - technical reasons

In accordance with Section 41 of the Procurement Act 2023, a direct award is justified to Imaginet as the existing supplier, due to the absence of competition for technical reasons and there is no reasonable alternative currently.

In accordance with Schedule 5:

Section 7 - The public contract concerns the supply of goods, services or works by the existing supplier which are intended as an extension to, or partial replacement of, existing goods, services or works in circumstances where-

- (a) a change in supplier would result in the contracting authority receiving goods, services or works that are different from, or incompatible with, the existing goods, services or works, and
- (b) the difference or incompatibility would result in disproportionate technical difficulties in operation or maintenance.

The supplier has developed the TfW passenger application, as a bespoke solution and the application IP is owned by TfW, however the content management IP is owned by the supplier. No other supplier can provide a comparable solution at this time:

- 1) within the required timescales
- 2) without causing significant disruption to the business and passengers
- 3)) without undermining the delivery of value for money at a critical stage of technological development.

The renewal of this maintenance and support agreement is essential to ensure passengers continue to have the ability to book tickets via the app and that this service provisions continues uninterrupted to avoid disruption to an essential public transport service.

During the term of this new agreement, further investment to support the completion of 'in flight' development is necessary and further limited essential development to support passenger use of the application.

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## Supplier

### **Imaginet Limited**

- Public Procurement Organisation Number: PMGL-4334-YMRL

Stables 1 Howbery Park

Wallingford

OX10 8BA

United Kingdom

Email: [nigel.roberts@imaginet.co.uk](mailto:nigel.roberts@imaginet.co.uk)

Region: UKJ14 - Oxfordshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Passenger Booking and Journey Planning Application

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## Contracting authority

### **Transport for Wales Rail Limited (Utility Buyer)**

- Companies House: 12619906

3 Llys Cadwyn

Pontypridd

CF37 4TH

United Kingdom

Contact name: Christine Thorne

Telephone: +447890661824

Email: [christine.thorne@tfw.wales](mailto:christine.thorne@tfw.wales)

Website: <http://www.tfwrail.wales>

Region: UKL15 - Central Valleys

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales