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Contract

## **Concessionary and Commercial Customer Management Systems, Web and App Digital Retail (inc MaaS), ITSO PAYG E-Purse Systems, Business Intelligence Software, and Convenience Store Retail Development and Services for Transport Ticketing**

SMART APPLICATIONS MANAGEMENT LIMITED

F03: Contract award notice

Notice identifier: 2024/S 000-035700

Procurement identifier (OCID): ocds-h6vhtk-0453c8

Published 4 November 2024, 4:42pm

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

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

SMART APPLICATIONS MANAGEMENT LIMITED

Floor 2 Cobourg House, 32 Mayflower Street

PLYMOUTH

PL11QX

#### **Contact**

Andrew Seedhouse

#### **Email**

[andrew.seedhouse@talktosam.co.uk](mailto:andrew.seedhouse@talktosam.co.uk)

#### **Telephone**

+44 7807043222

**Country**

United Kingdom

**Region code**

UKK41 - Plymouth

**Companies House**

SMART APPLICATIONS MANAGEMENT LIMITED

**Internet address(es)**

Main address

[www.talktosam.co.uk](http://www.talktosam.co.uk)

Buyer's address

[www.nationalmobilitiesprocurementhub.co.uk](http://www.nationalmobilitiesprocurementhub.co.uk)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

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

Body governed by public law

**I.5) Main activity**

Other activity

Smart and ticketing solutions and wider applications for transportation networks

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## **Section II: Object**

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

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

Concessionary and Commercial Customer Management Systems, Web and App Digital Retail (inc MaaS), ITSO PAYG E-Purse Systems, Business Intelligence Software, and Convenience Store Retail Development and Services for Transport Ticketing

Reference number

SAM 006: NMPH Framework 6

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

- 72200000 - Software programming and consultancy services
  - MA03 - For buses
  - MA08 - For railway use
  - MA09 - For transport
  - MA12 - For urban transport
  - MA14 - For boats
  - TA36 - For transport tickets

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

Services

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

Smart Applications Management Limited (SAM) is the trading name of South West Smart Applications Limited, a Membership based central purchasing body, which owns and runs the National Mobilities Procurement Hub for its Members.

This Framework is seeking the provision of multiple Software as a Service Lots providing Concessionary Travel Customer

Management (CT-CMS), Commercial & Concessionary Travel Customer Management (CCT-CMS), Web and App Digital Retail (inc MaaS), ITSO PAYG E-Purse Systems, Business Intelligence Software, and Convenience Store Transport Ticketing Retail

## Development and Services.

Framework Lot 1a is for the provision of a Concessionary Travel Customer Management System (CT- CMS), which is the core customer management software delivering high quality

management of sensitive customer information and acting as the key conduit between SAM or a SAM Member and all other elements of a Concessionary Travel System. There is a great

importance on the ability of the CT-CMS to interact reliably with other non-ITSO and ITSO components to ensure full transparency of the customer activities. The CT-CMS Lot also provides the opportunity to provide optional elements desired by SAM Members, to complement the CT-CMS including a third party Web Interface, and a Reimbursement Module for apportioning concessionary reimbursement payments to Operators.

Framework Lot 1b is for the provision of a Commercial & Concessionary Travel Customer Management System (CCT-CMS), replicating all of the Lot 1a requirements but with enhanced functionality to support commercial ticketing.

Framework Lot 2a is for Web Retailing for transport ticketing. The requirement is for passenger facing, outcome focussed concessionary and commercial Web Portals retailing products and services for transport ticketing. It is expected that Tenderer's solutions are available now, modular based, and do not require significant new development other than configuration to meet a Customer's business rules.

Framework Lot 2b is for Digital Retail Mobile Apps, including Mobility as a Service (MaaS) Apps. The requirement is for passenger facing, outcome focussed App retailing products and

services for transport ticketing. It is expected that Tenderer's solutions are available now and do not require significant new development other than configuration to meet a Customer's business rules. It is designed to support as many solutions as possible from a small-scale Barcode App for scholars travel - to a full MaaS App integrating with multiple third party systems.

Framework Lot 3 is for ITSO Pay As You Go (PAYG) E-Purse Services with associated Transit Settlement System (TSS) to provide an FCA regulated payment system for an ITSO Stored

Travel Rights (STR) product. The PAYG-TSS will deliver an end to end payment system for multiple operators who make use of a scheme STR or a single operator who chooses to have their own STR.

Framework Lot 4 is for the provision of Business Intelligence Software bringing together travel and customer data, to support detailed data analytics and reporting for a SAM Member. The BIS platform is required to take daily data feeds from multiple software sources including, but not limited to an ITSO AMS-HOPS; Customer Manager System(s), Concessionary and Commercial Web Portals, as well as additional 3rd Party systems such as Transit Settlement Schemes, and hosts the data on a dedicated secure platform for multisystem analysis and reporting.

Framework Lot 5 is for Convenience Store Retailing of Smart Ticketing Products, providing passengers with an ability to purchase and top up ticketing and related products on to their

smart media within a local store environment.

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

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £1 / Highest offer: £50,000,000 taken into consideration

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

#### **II.2.1) Title**

Framework 6 Lot 1a Concessionary Travel Customer Management System

Lot No

1a

#### **II.2.2) Additional CPV code(s)**

- 48000000 - Software package and information systems
- 60140000 - Non-scheduled passenger transport
- 60210000 - Public transport services by railways
- 72200000 - Software programming and consultancy services

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

NUTS codes

- UK - United Kingdom

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

Framework Lot 1a is for the provision of a Concessionary Travel Customer Management System (CT- CMS), which is the core customer management software delivering high quality

management of sensitive customer information and acting as the key conduit between SAM or a SAM Member and all other elements of a Concessionary Travel System.

There is a great importance on the ability of the CT-CMS to interact reliably with other non ITSO and ITSO components to ensure full transparency of the customer activities. The CT-CMS Lot also provides the opportunity to provide optional elements desired by SAM Members, to complement the CT-CMS including a Web Interface for Online Concessionary Travel Applications & Product Management, and a Reimbursement Module for apportioning concessionary reimbursement payments to Operators.

The CT-CMS will act as a management tool to issue smart media and associated products, maintain the smart media while in use and finally take them out of use; The CT-CMS will be capable of the administration of ITSO Shells and Products which are not

on a card but on an alternative media such as a mobile phone;

The CT-CMS will be capable of providing information on:

- Products owned or managed by the SAM Member but hosted in a third party ITSO Shell.
- Third party products hosted in an ITSO Shell owned or managed by the SAM Member

The CT-CMS will be able to be partitioned to allow multiple Shell owners, retailers and Product owners to co-exist and be managed within partitions according to data protection and sharing parameters defined by the SAM Member and the shell owner, retailer or Product owner.

The CT-CMS will allow the SAM Member to own shells, product and the retailing functions for third parties who do not wish to own their own.

The CT-CMS will interface with a number of third party systems using an industry standard format, including but not limited to AMS-HOPS, Card Bureaus, Remote Fulfilment Server, Web Portals, Transit Settlement Systems, Data Analysis Packages and Payment Services.

The CT-CMS must have a GUI to enable governance and management of the data stored.

The CT-CMS must be scalable and capable of adding further partitions as required.

In addition, the CT-CMS may be further complemented through the provision of optional support services as defined, including an Operator Reimbursement Module.

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

Quality criterion - Name: Lot 1a Part 1 Technical Compliance Confirmation / Weighting: 15

Quality criterion - Name: Lot 1a Part 2 Experience Essay 1 of 2 / Weighting: 30

Quality criterion - Name: Lot 1a Part 3 Experience Essay 2 of 2 / Weighting: 15

Quality criterion - Name: Lot 1a Social Value Response / Weighting: 10

Cost criterion - Name: Lot 1a - Price Per Customer Order / Weighting: 30

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

Options: Yes

Description of options

An agreement term may be extended from a standard 48 month term, by up to 2 x 12 month periods, making the maximum agreement term available 72 months.

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

#### **II.2.1) Title**

Commercial & Concessionary Travel Customer Management System (CCT-CMS)

Lot No

1b

#### **II.2.2) Additional CPV code(s)**

- 48000000 - Software package and information systems
  - MA03 - For buses

- MA08 - For railway use
- MA09 - For transport
- MA12 - For urban transport
- MA14 - For boats
- 60140000 - Non-scheduled passenger transport
- 60210000 - Public transport services by railways
- 72200000 - Software programming and consultancy services

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

NUTS codes

- UK - United Kingdom

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

Framework Lot 1b is for the provision of a Commercial & Concessionary Travel Customer Management System (CCT-CMS), which is the core customer management software delivering high quality management of sensitive customer information and acting as the key conduit between SAM or a SAM Member and all other elements of both a Concessionary and Commercial Travel System.

There is a great importance on the ability of the CCT-CMS to interact reliably with other nonITSO and ITSO components to ensure full transparency of the customer activities. The CCT-CMS Lot also provides the opportunity to provide optional elements desired by SAM Members, to complement the CCT-CMS including a Web Interface for Online Concessionary and Commercial Travel Applications and Product Management, and a Reimbursement

Module for apportioning concessionary and commercial reimbursement payments to Operators.

The CCT-CMS will act as a management tool to issue smart media and associated products, maintain the smart media while in use and finally take them out of use;

The CCT-CMS will be capable of the administration of ITSO Shells and Products which are not on a card but on an alternative media such as a mobile phone;

The CCT-CMS will be capable of providing information on:

- Products owned or managed by the SAM Member but hosted in a third party ITSO



Shell.

- Third party products hosted in an ITSO Shell owned or managed by the SAM Member.

The CCT-CMS will be able to be partitioned to allow multiple Shell owners, retailers and Product owners to co-exist and be managed within partitions according to data protection and sharing parameters defined by the SAM Member and the shell owner, retailer or Product owner.

The CCT-CMS will allow the SAM Member to own shells, product and the retailing functions for third parties who do not wish to own their own.

The CCT-CMS will interface with a number of third party systems using an industry standard format, including but not limited to AMS-HOPS, Card Bureaus, Remote Fulfilment Server, Web Portals, Transit Settlement Systems, Data Analysis Packages and Payment Services.

The CCT-CMS must have a GUI to enable governance and management of the data stored.

The CCT-CMS must be scalable and capable of adding further partitions as required.

In addition, the CCT-CMS may be further complemented through the provision of Optional support services as defined.

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

Quality criterion - Name: Lot 1b Part 1 Technical Compliance Confirmation / Weighting: 15

Quality criterion - Name: Lot 1b Part 2 Experience Essay 1 of 2 / Weighting: 30

Quality criterion - Name: Lot 1b Part 3 Experience Essay 2 of 2 / Weighting: 15

Quality criterion - Name: Lot 1b Social Value Response / Weighting: 10

Cost criterion - Name: Lot 1b - Price Per Customer Order / Weighting: 30

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

Options: Yes

Description of options

An agreement term may be extended from a standard 48 month term, by up to 2 x 12

month periods, making the maximum agreement term available 72 months.

## **II.2) Description**

### **II.2.1) Title**

Framework 6 Lot 2a Web Portal Digital Retail for Transport Tickets

Lot No

2a

### **II.2.2) Additional CPV code(s)**

- 48000000 - Software package and information systems
  - MA03 - For buses
  - MA08 - For railway use
  - MA09 - For transport
  - MA12 - For urban transport
  - MA14 - For boats
  - TA36 - For transport tickets
- 60140000 - Non-scheduled passenger transport
- 60210000 - Public transport services by railways
- 72200000 - Software programming and consultancy services

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

NUTS codes

- UK - United Kingdom

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

Framework Lot 2a Web Portal Digital Retail for Transport Ticketing is for the provision of a Commercial & Concessionary Web Portals for the public transport sector.

Covering all core elements of a passenger fronting service, the requirement is for a range of high quality modular options, depending on the customer, with a need to integrate with a

range of third party systems through open APIs, including other Portals and Apps as appropriate.

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

Quality criterion - Name: Lot 2a Part 1 Technical Compliance Confirmation / Weighting: 15

Quality criterion - Name: Lot 2a Part 2 Experience Essay 1 of 2 / Weighting: 30

Quality criterion - Name: Lot 2a Part 2 Experience Essay 2 of 2 / Weighting: 15

Quality criterion - Name: Social Value Response / Weighting: 10

Cost criterion - Name: Lot 2a - Price Per Customer Order / Weighting: 30

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

Options: Yes

Description of options

An agreement term may be extended from a standard 48 month term, by up to 2 x 12 month periods, making the maximum agreement term available 72 months.

## **II.2) Description**

### **II.2.1) Title**

Framework 6 Lot 2b Mobile App Digital Retail including MaaS

Lot No

2b

### **II.2.2) Additional CPV code(s)**

- 48000000 - Software package and information systems
  - MA03 - For buses
  - MA08 - For railway use
  - MA09 - For transport
  - MA12 - For urban transport

- MA14 - For boats
- 60140000 - Non-scheduled passenger transport
- 60210000 - Public transport services by railways
- 72200000 - Software programming and consultancy services

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

NUTS codes

- UK - United Kingdom

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

The Digital Retail Mobile Apps Lot is focussed on Apps as used by the Passenger.

In the wider context in which this requirement is to be read, a Passenger may be considered to be the user of traditional forms of public transport as well as a user of a car club, car parking, bike hire, taxi hire, and other less traditional public transport/passenger transit modes as embodied by the Mobility as a Service (MaaS) approach.

The requirement is outcome based and aims to offer a wide canvas under which Suppliers existing products can be hosted, subject to a number of core requirements for which Tenders

are required to support.

It is expected that Tenderer's solutions are available now and do not require significant new development other than configuration to meet a Customer's business rules.

During the duration of the Framework, it will be possible for Tenderers to update their response as new products are introduced.

For the purpose of this requirement, a 'Ticket' is defined as a token which is purchased by a Passenger providing them with a right to travel. Other rights to travel may be derived from

Entitlements due to Passengers age/class or other right to benefits.

There is a minimum requirement to be provided by all solutions which supports a lower specification QR based entitlement product which could be used for travel such as school services.

Further options are then selectable by the Tenderer to be able to provide:

- Mobile Wallets and Retail Functions;
- Barcode/QR Based Tickets;
- Host Card Emulation (HCE) of ITSO Smartcards and Products;
- Non-ITSO Host Card Emulation (HCE) of ITSO Smartcards and Products;
- Yotra ITSO on Mobile;
- HCE or Other Integration with Mobile Wallets for NFC Acceptance;
- Digital Entitlements and Discounts;
- Enhanced App Functionality;
- Back Office Enhancements;
- Alternative Tickets/Media/Communications;
- Integration with Journey Planners;
- Post-Pay and Account Based Solutions;
- Mobility as a Service (MaaS) Functionality.

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

Quality criterion - Name: Lot 2b Part 1 Technical Compliance Confirmation / Weighting: 15

Quality criterion - Name: Lot 2b Part 2 Experience Essay 1 of 2 / Weighting: 30

Quality criterion - Name: Lot 2b Part 3 Experience Essay 2 of 2 / Weighting: 15

Quality criterion - Name: Lot 2b Social Value Response / Weighting: 10

Cost criterion - Name: Lot 2b - Price Per Customer Order / Weighting: 30

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

Options: Yes

## Description of options

An agreement term may be extended from a standard 48 month term, by up to 2 x 12 month periods, making the maximum agreement term available 72 months.

## II.2) Description

### II.2.1) Title

Framework 6 Lot 5: Business Intelligence Software

Lot No

4

### II.2.2) Additional CPV code(s)

- 48000000 - Software package and information systems
  - MA03 - For buses
  - MA08 - For railway use
  - MA09 - For transport
  - MA12 - For urban transport
  - MA14 - For boats
- 60140000 - Non-scheduled passenger transport
- 60210000 - Public transport services by railways
- 72200000 - Software programming and consultancy services

### II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

### II.2.4) Description of the procurement

Framework 6 Lot 4 is for the provision of Business Intelligence Software bringing together travel and customer data, to support detailed data analytics and reporting for a SAM Member.

The Business Intelligence Software (BIS) is a Data Visualisation Service for Data

Analytics.

The BIS platform is required to take daily data feeds from multiple software sources including, but not limited to an ITSO AMS-HOPS; Customer Manager System(s), Concessionary and Commercial Web Portals, as well as additional 3rd Party systems such as Transit Settlement Schemes, and hosts the data on a dedicated secure platform for multisystem analysis and reporting.

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

Quality criterion - Name: Lot 4 Part 1 Technical Compliance Confirmation / Weighting: 15

Quality criterion - Name: Lot 4 Part 2 Experience Essay 1 of 2 / Weighting: 30

Quality criterion - Name: Lot 4 Part 3 Experience Essay 2 of 2 / Weighting: 15

Quality criterion - Name: Lot 4 Social Value Response / Weighting: 10

Cost criterion - Name: Lot 4 - Price Per Customer Order / Weighting: 30

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

Options: Yes

Description of options

An agreement term may be extended from a standard 48 month term, by up to 2 x 12 month periods, making the maximum agreement term available 72 months.

## **II.2) Description**

### **II.2.1) Title**

Framework 6 Lot 5: Convenience Store Retail Services for Smart Ticketing

Lot No

5

### **II.2.2) Additional CPV code(s)**

- 48000000 - Software package and information systems
  - MA03 - For buses

- MA08 - For railway use
- MA09 - For transport
- MA12 - For urban transport
- MA14 - For boats
- 60140000 - Non-scheduled passenger transport
- 60210000 - Public transport services by railways
- 72200000 - Software programming and consultancy services

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

NUTS codes

- UK - United Kingdom

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

This Lot covers the functional requirements and outputs of a solution that will permit all aspects of face-to-face retail of smart tickets and products at locations within an authority or scheme's operating area.

The Lot has been designed to support a 'menu of requirements' approach that will allow SAM members to pick and choose elements to suit their own specific retailing need.

It may not be the case that a single organisation will want to implement all the ticketing products shown in the Specification, which will support products that can be used on bus, coach, ferry and rail including seat reservations.

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

Quality criterion - Name: Lot 5 Part 1 Technical Compliance Confirmation / Weighting: 15

Quality criterion - Name: Lot 5 Part 2 Experience Essay 1 of 2 / Weighting: 30

Quality criterion - Name: Lot 5 Part 3 Experience Essay 2 of 2 / Weighting: 15

Quality criterion - Name: Lot 5 Social Value Response / Weighting: 10

Cost criterion - Name: Lot 5 - Price Per Customer Order / Weighting: 30

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



Options: Yes

Description of options

An agreement term may be extended from a standard 48 month term, by up to 2 x 12 month periods, making the maximum agreement term available 72 months.

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 000-013807](#)

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## **Section V. Award of contract**

### **Contract No**

Framework 6

### **Lot No**

1a, 1b, 2a, 2b, 4

### **Title**

Customer Management Systems, Web and App Digital Retail (inc MaaS), Business Intelligence Software, Services for Transport Ticketing

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

18 September 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 12

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Beep Limited

Loxmore House, Bedford Street

Bere Alson

PL20 7DF

Email

[edmund@beep ltd.com](mailto:edmund@beep ltd.com)

Telephone

+44 7975751270

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

09202235

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £1 / Highest offer: £50,000,000 taken into consideration

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## **Section V. Award of contract**

### **Contract No**

Framework 6

### **Lot No**

1a, 1b, 2a

### **Title**

Concessionary and Commercial Customer Management Systems, Web and App Digital Retail (inc MaaS), Services for Transport Ticketing

A contract/lot is awarded: Yes

## **V.2) Award of contract**

### **V.2.1) Date of conclusion of the contract**

19 September 2024

**V.2.2) Information about tenders**

Number of tenders received: 9

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

ESP Systex Limited

Witham House, 45 Spyvee Street

Kingston Upon Hull

HU8 7JJ

Telephone

+44 1241730300

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

01599791

Internet address

[www.the-espgroup.com](http://www.the-espgroup.com)

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £1 / Highest offer: £45,000,000 taken into consideration

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## **Section V. Award of contract**

### **Contract No**

Framework 6

### **Lot No**

1a, 4

### **Title**

Concessionary and Commercial Customer Management Systems, Business Intelligence Software Services for Transport Ticketing

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

18 September 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 8

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Euclid Limited

Euclid House, Parklands Business Park, Forest Road

Denmead

PO7 6XP

Telephone

+44 2392266333

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

02248713

Internet address

[www.euclid.co.uk](http://www.euclid.co.uk)

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £1 / Highest offer: £30,000,000 taken into consideration

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## **Section V. Award of contract**

### **Contract No**

Framework 6

### **Lot No**

1b

### **Title**

Concessionary and Commercial Customer Management Systems

A contract/lot is awarded: Yes

## **V.2) Award of contract**

### **V.2.1) Date of conclusion of the contract**

22 August 2024

**V.2.2) Information about tenders**

Number of tenders received: 7

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Fujitsu Services Ltd

Fujitsu Services, Lovelace Road

Bracknell

RG12 8SN

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

00096056

Internet address

<https://global.fujitsu/en-uk>

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £1 / Highest offer: £15,000,000 taken into consideration

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## **Section V. Award of contract**

### **Contract No**

Framework 6

### **Lot No**

2a

### **Title**

Web and App Digital Retail (inc MaaS)

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

5 September 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 5

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Imaginet Limited

Suite 5, 9th Floor, Brunel House, 2 Fitzalen Road

Cardiff

CF24 0EB

Email

[contact@imaginet.co.uk](mailto:contact@imaginet.co.uk)

Telephone



+44 2920574500

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

3042421

Internet address

[www.imaginet.co.uk](http://www.imaginet.co.uk)

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £1 / Highest offer: £15,000,000 taken into consideration

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## **Section V. Award of contract**

### **Contract No**

Framework 6

### **Lot No**

2b

### **Title**

App Digital Retail (inc MaaS)

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

9 October 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 5

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Passenger Technology Group Ltd

18 Albert Road

Bournemouth

BH1 1BZ

Telephone

+44 3304609998

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

09807101

Internet address

<https://passenger.tech/>

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £1 / Highest offer: £15,000,000 taken into consideration

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## **Section V. Award of contract**

### **Contract No**

Framework 6

### **Lot No**

1a, 1b, 2a, 2b

### **Title**

Concessionary and Commercial Customer Management Systems, Web and App Digital Retail (inc MaaS)

A contract/lot is awarded: Yes

## **V.2) Award of contract**

### **V.2.1) Date of conclusion of the contract**

12 September 2024

**V.2.2) Information about tenders**

Number of tenders received: 11

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Bemrose Booth Paragon Limited

Stockholm Road, Sutton Fields

Hull

HU7 0XY

Telephone

+44 1482826343

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

04891375

Internet address

<https://www.paragon-id.com>

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £1 / Highest offer: £50,000,000 taken into consideration

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## **Section V. Award of contract**

### **Contract No**

Framework 6

### **Lot No**

4

### **Title**

Business Intelligence Software

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

18 September 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 4

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Smarter Technologies Group Limited

1 Austin Park, Yeoman Road

Ringwood

BH24 3FG

Email

[enquiries@smartertechnologies.com](mailto:enquiries@smartertechnologies.com)

Telephone

+44 3302235000

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

12075211

Internet address

<https://smartertechnologies.com/>

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £1 / Highest offer: £15,000,000 taken into consideration

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## **Section V. Award of contract**

### **Contract No**

Framework 6

### **Lot No**

1a, 1b

### **Title**

Concessionary and Commercial Customer Management Systems

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

17 September 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 8

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

SmartCitizen Ltd

Unit 3, Building B, Green Court

Truro

TR4 9LF

Email

[enquiries@smartcitizen.net](mailto:enquiries@smartcitizen.net)

Telephone

+44 1872250161

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

4796316

Internet address

<https://www.smartcitizen.net/>

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £1 / Highest offer: £30,000,000 taken into consideration



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## **Section V. Award of contract**

### **Contract No**

Framework 6

### **Lot No**

1a, 1b, 2a, 2b, 4, 5

### **Title**

Concessionary and Commercial Customer Management Systems, Web and App Digital Retail (inc MaaS), Business Intelligence Software, and Convenience Store Retail Development Services

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

28 September 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 13

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

The Hub Company Limited

184 Shepherds Bush Road

London

W6 7NL

Email

[info@thehub.co.uk](mailto:info@thehub.co.uk)

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

3759347

Internet address

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

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £1 / Highest offer: £50,000,000 taken into consideration

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## **Section V. Award of contract**

### **Contract No**

Framework 6

### **Lot No**

1a, 1b

### **Title**

Concessionary and Commercial Customer Management Systems

A contract/lot is awarded: Yes

## **V.2) Award of contract**

### **V.2.1) Date of conclusion of the contract**

7 September 2024

**V.2.2) Information about tenders**

Number of tenders received: 8

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Unicard Limited

Peartree Business Centre, Cobham Road, Ferndown Industrial Estate

Wimborne

BH21 7PT

Telephone

+44 1202850810

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

04817824

Internet address

<https://www.unicard-uk.com/>

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £1 / Highest offer: £30,000,000 taken into consideration

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## **Section VI. Complementary information**

### **VI.3) Additional information**

The National Mobilities Procurement Hub (NMPH) is a national resource for all UK based Public Sector Bodies, with a Transport responsibility or interest; as well as for all bus and rail operators in the UK.

For the avoidance of doubt, the Framework has been developed for the following public sector organisations as a minimum:

Scottish Local Authorities:

Aberdeen City Council

Aberdeenshire Council

Angus Council

Argyll and Bute Council

City of Edinburgh Council

Clackmannanshire Council

Comhairle nan Eilean Siar

Dumfries and Galloway Council

Dundee City Council

East Ayrshire Council

East Dunbartonshire Council

East Lothian Council

East Renfrewshire Council

Falkirk Council

Fife Council

Glasgow City Council

Inverclyde Council

Midlothian Council

North Ayrshire Council

North Lanarkshire Council

Orkney Islands Council

Perth and Kinross Council

Renfrewshire Council

Scottish Borders Council

Shetland Islands Council

South Ayrshire Council

South Lanarkshire Council

Stirling Council

The Highland Council

The Moray Council

West Dunbartonshire Council

West Lothian Council

Scottish Government & Executive Agencies:

Scottish Government

Transport Scotland

Scottish Regional Transport Partnerships

Shetland Transport Partnership (ZetTrans)

Highlands and Islands Transport Partnership (HITRANS)

North-East of Scotland Transport Partnership (NESTRANS)

Tayside and Central Scotland Transport Partnership (TACTRAN)

South-East of Scotland Transport Partnership (SESTRAN)

Strathclyde Partnership for Transport (SPT)

South-West of Scotland Transport Partnership (Swestrans)

Unitary Authorities in Wales:

Blaenau Gwent County Borough Council

Bridgend County Borough Council

Caerphilly County Borough Council

Cardiff Council

Carmarthenshire County Council

Ceredigion County Council

Conwy County Borough Council

Denbighshire County Council

Flintshire County Council

Gwynedd Council

Isle of Anglesey County Council

Merthyr Tydfil County Borough Council

Monmouthshire County Council

Neath Port Talbot County Borough Council

Newport City Council

Pembrokeshire County Council

Powys County Council

Rhondda Cynon Taf County Borough Council

City and County of Swansea

The Vale of Glamorgan County Borough Council

Torfaen County Borough Council

Wrexham County Borough Council

Welsh Government & Executive Agencies:

Welsh Government

Transport for Wales

Welsh Transport Partnerships:

South East Wales Transport Commission

North Wales Transport Commission

Metropolitan District Councils in England:

Barnsley Borough Council

Birmingham City Council

Bolton Borough Council

Bradford City Council

Bury Borough Council

Calderdale Borough Council

Coventry City Council

Doncaster Borough Council

Dudley Borough Council

Gateshead Borough Council

Kirklees Borough Council

Knowsley Borough Council

Leeds City Council

Liverpool City Council

Manchester City Council

North Tyneside Borough Council

Newcastle Upon Tyne City Council

Oldham Borough Council

Rochdale Borough Council

Rotherham Borough Council

South Tyneside Borough Council

Salford City Council

Sandwell Borough Council

Sefton Borough Council

Sheffield City Council

Solihull Borough Council

St Helens Borough Council

Stockport Borough Council

Sunderland City Council

Tameside Borough Council



Trafford Borough Council

Wakefield City Council

Walsall Borough Council

Wigan Borough Council

Wirral Borough Council

Wolverhampton City Council

Unitary Authorities in England:

Bath and North East Somerset Council

Bedford Borough Council

Blackburn with Darwen Borough Council

Blackpool Council

Bournemouth, Christchurch and Poole Council

Bracknell Forest Borough Council

Brighton and Hove City Council

Bristol City Council

Buckinghamshire Council

Central Bedfordshire Council

Cheshire East Council

Cheshire West and Chester Council

Cornwall Council

Durham County Council

Darlington Borough Council

Derby City Council

Dorset Council

East Riding of Yorkshire Council

Halton Borough Council

Hartlepool Borough Council

Herefordshire Council

Isle of Wight Council

Hull City Council

Leicester City Council

Luton Borough Council

Medway Council

Middlesbrough Borough Council

Milton Keynes Council

North East Lincolnshire Council

North Lincolnshire Council

North Northamptonshire Council

North Somerset Council

Northumberland County Council

Nottingham City Council

Peterborough City Council

Plymouth City Council

Portsmouth City Council

Reading Borough Council

Redcar and Cleveland Borough Council

Rutland County Council

Shropshire Council

Slough Borough Council

Southampton City Council

Southend-on-Sea Borough Council

South Gloucestershire Council

Stockton-on-Tees Borough Council

Stoke-on-Trent City Council

Swindon Borough Council

Telford and Wrekin Borough Council

Thurrock Council

Torbay Council

Warrington Borough Council

West Berkshire Council

West Northamptonshire Council

Wiltshire Council

Windsor and Maidenhead Borough Council

Wokingham Borough Council

City of York Council

County Councils in England:

Cambridgeshire County Council

Cumbria County Council

Derbyshire County Council

Devon County Council

East Sussex County Council

Essex County Council

Gloucestershire County Council

Hampshire County Council

Hertfordshire County Council

Kent County Council

Lancashire County Council

Leicestershire County Council

Lincolnshire County Council

Norfolk County Council

North Yorkshire County Council

Nottinghamshire County Council

Oxfordshire County Council

Somerset County Council

Staffordshire County Council

Suffolk County Council

Surrey County Council

Warwickshire County Council

West Sussex County Council

Worcestershire County Council

Combined Authorities in England:

Cambridgeshire and Peterborough Combined Authority

Greater Manchester Combined Authority

Liverpool City Region Combined Authority

North East Combined Authority

North of Tyne Combined Authority

South Yorkshire Combined Authority

Tees Valley Combined Authority

West Midlands Combined Authority

West of England Combined Authority

West Yorkshire Combined Authority

Transport for the West Midlands

Nexus

Transport for Greater Manchester

London Borough Councils:

Barking and Dagenham

Barnet

Bexley

Brent

Bromley

Camden

Croydon

Ealing

Enfield

Greenwich

Hackney

Hammersmith and Fulham

Haringey

Harrow

Havering

Hillingdon

Hounslow

Islington

Kensington and Chelsea

Kingston upon Thames

Lambeth

Lewisham

Merton

Newham

Redbridge

Richmond upon Thames

Southwark

Sutton

Tower Hamlets

Waltham Forest

Wandsworth

Westminster

Other Transport Bodies:

Transport for London

Department for Transport

District, Borough and City Councils in England:

Adur

Allerdale

Amber Valley

Arun

Ashfield

Ashford

Babergh

Barrow-in-Furness

Basildon

Basingstoke & Deane

Bassetlaw

Blaby

Bolsover

Boston

Braintree

Breckland

Brentwood

Broadland

Bromsgrove

Broxbourne

Broxtowe

Burnley

Cambridge

Cannock Chase

Canterbury

Carlisle

Castle Point

Charnwood

Chelmsford

Cheltenham

Cherwell

Chesterfield

Chichester

Chorley

Colchester



Copeland

Cotswold

Craven

Crawley

Dacorum

Dartford

Derbyshire Dales

Dover

East Cambridgeshire

East Devon

East Hampshire

East Hertfordshire

East Lindsey

East Staffordshire

East Suffolk

Eastbourne

Eastleigh

Eden

Elmbridge

Epping Forest

Epsom & Ewell

Erewash

Exeter

Fareham

Fenland

Folkestone and Hythe

Forest of Dean

Fylde

Gedling

Gloucester

Gosport

Gravesham

Great Yarmouth

Guildford

Hambleton

Harborough

Harlow

Harrogate

Hart

Hastings

Havant

Hertsmere

High Peak

Hinckley and Bosworth

Horsham

Huntingdonshire

Hyndburn

Ipswich

Kings Lynn & West Norfolk

Lancaster

Lewes

Lichfield

Lincoln

Maidstone

Maldon

Malvern Hills

Mansfield

Melton

Mendip

Mid Devon

Mid Suffolk

Mid Sussex

Mole Valley

North Devon

North East Derbyshire

North Hertfordshire

North Kesteven

North Norfolk

North West Leicestershire

North Warwickshire

New Forest

Newark & Sherwood

Newcastle-Under-Lyme

Norwich

Nuneaton & Bedworth

Oadby & Wigston

Oxford

Pendle

Preston

Redditch

Reigate & Banstead

Ribble Valley

Richmondshire

Rochford

Rossendale

Rother

Rugby

Runnymede

Rushcliffe

Rushmoor

Ryedale

Somerset West and Taunton

South Cambridgeshire

South Derbyshire

South Hams

South Holland

South Kesteven

South Lakeland

South Norfolk

South Oxfordshire

South Ribble

South Somerset

South Staffordshire

Scarborough

Sedgemoor

Selby

Sevenoaks

Spelthorne

St Albans

Stafford

Staffordshire Moorlands

Stevenage

Stratford on Avon

Stroud

Surrey Heath

Swale

Tamworth

Tandridge

Teignbridge

Tendring

Test Valley

Tewkesbury

Thanet

Three Rivers

Tonbridge & Malling

Torridge

Tunbridge Wells

Uttlesford

Vale of White Horse

Warwick

Watford

Waverley

Wealden

Welwyn Hatfield

West Devon

West Lancashire

West Lindsey

West Oxfordshire

West Suffolk

Winchester

Woking

Worcester

Worthing

Wychavon

Wyre

Wyre Forest

Councils in Northern Ireland:

Antrim and Newtownabbey Borough Council

Ards and North Down Borough Council

Armagh City, Banbridge and Craigavon Borough Council

Belfast City Council

Causeway Coast and Glens Borough Council

Derry City and Strabane District Council

Fermanagh and Omagh District Council - Enniskillen Office

Lisburn and Castlereagh City Council

Mid and East Antrim Borough Council

Mid Ulster District Council - Dungannon

Newry, Mourne and Down District Council

Transport Bodies in Northern Ireland:

Translink

And any other Public Sector body in the UK with an interest in Transport, or any UK transport operator.

Any organisation must be a Member of SAM at the time that their Order from the Framework is signed.

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

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

Smart Applications Management Limited

Floor 2 Cobourg House, 32 Mayflower Street

Plymouth

PL11QX

Country

United Kingdom