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Tender

## **Digital Retail and Marketing Services for XC Trains Limited (CrossCountry)**

XC TRAINS LIMITED

F05: Contract notice – utilities

Notice identifier: 2023/S 000-036500

Procurement identifier (OCID): ocds-h6vhtk-0424dc

Published 12 December 2023, 11:56am

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

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

XC TRAINS LIMITED

Sunderland

#### **Contact**

Tom Baker

#### **Email**

[DRMStender.admin@crosscountrytrains.co.uk](mailto:DRMStender.admin@crosscountrytrains.co.uk)

#### **Country**

United Kingdom

#### **Region code**

UKG - West Midlands (England)

#### **Companies House**

04402048

**Internet address(es)**

Main address

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

**I.3) Communication**

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

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

**I.6) Main activity**

Railway services

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## **Section II: Object**

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

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

Digital Retail and Marketing Services for XC Trains Limited (CrossCountry)

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

- 48000000 - Software package and information systems

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

Supplies

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

XC Trains Limited (XC) will be conducting a tender for the provision of digital retail and marketing services for passengers who travel on the rail network and in particular passengers who use XC's CrossCountry services.

XC defines digital retail and marketing services as:

- A digital retail platform capable of selling train tickets for any rail journey in Great Britain, across our digital channels (Desktop, Mobile, Android, iOS), providing real-time journey information and access to digital tickets.
- A digital marketing website which will provide information to customers, XC marketing opportunities, customer support and account management.

Please submit your note of interest in email to:

[DRMStender.admin@crosscountrytrains.co.uk](mailto:DRMStender.admin@crosscountrytrains.co.uk)

#### **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)

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

XC Trains Limited (XC) will be conducting a tender for the provision of digital retail and marketing services for passengers who travel on the rail network and in particular passengers who use XC's CrossCountry services.

XC defines digital retail and marketing services as:

- A digital retail platform capable of selling train tickets for any rail journey in Great Britain, across our digital channels (Desktop, Mobile, Android, iOS), providing real-time journey information and access to digital tickets.
- A digital marketing website which will provide information to customers, XC marketing opportunities, customer support and account management.

This tender supports XC's digital strategy, which focuses on delivering the best digital and journey experience with CrossCountry, in a cost-effective manner.

For XC 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.

The CrossCountry network is the most extensive rail franchise in Britain, calling at more than 100 stations. CrossCountry serves 7 of the 10 largest UK cities with 7 routes radiating from our central hub in Birmingham.

XC will be seeking prices for a 6-year contract, with an end date of October 2031 (subject to 6 month termination for convenience rights)

It is a requirement that the preferred supplier can supply both the Digital Retail platform and the Digital Marketing website. Bidders will be able to propose solutions that allow for sub-contracting if required to deliver both the Digital Retail platform and the Digital Marketing website, but there must be one lead bidder who XC 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**

Start date

15 October 2025

End date

15 October 2031

This contract is subject to renewal

Yes

Description of renewals

Details of this will be shared in the main tender document.

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

Variants will be accepted: No

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

Options: No

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## **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

12 January 2024

Local time

5:00pm

#### **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**

Tender must be valid until: 15 October 2025

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## **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**

XC Trains Limited

Birmingham

B4 6BS

Country

United Kingdom