

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/039824-2024>

Tender

## **Travel Rewards Mobile App to Influence Behaviour**

West Yorkshire Combined Authority

F02: Contract notice

Notice identifier: 2024/S 000-039824

Procurement identifier (OCID): ocds-h6vhtk-048bb0

Published 10 December 2024, 8:46pm

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

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

West Yorkshire Combined Authority

Wellington House, 40-50 Wellington Street

Leeds

LS1 2DE

#### **Contact**

St David Deji-Adams

#### **Email**

[david.deji-adams@westyorks-ca.gov.uk](mailto:david.deji-adams@westyorks-ca.gov.uk)

#### **Telephone**

+44 12344567

#### **Country**

United Kingdom

**Region code**

UKE - Yorkshire and the Humber

**National registration number**

8876556

**Internet address(es)**

Main address

<https://www.westyorks-ca.gov.uk>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/103257>

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

The contract is awarded by a central purchasing body

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=88439&B=UK](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=88439&B=UK)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=88439&B=UK](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=88439&B=UK)

Tenders or requests to participate must be submitted to the above-mentioned address

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

Regional or local authority

**I.5) Main activity**

General public services

---

## **Section II: Object**

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

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

Travel Rewards Mobile App to Influence Behaviour

Reference number

94003

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

- 72000000 - IT services: consulting, software development, Internet and support

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

Services

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

West Yorkshire Combined Authority is looking to commission an external organisation to engage with local communities to promote active and sustainable travel through an off-the-shelf mobile App which works for all mobile operating systems, which can successfully track journeys made by a user and offer rewards for travelling on foot, by bike or on public transport. Rewards offered should be localised as much as possible within West Yorkshire and suppliers should aim to promote local business growth.

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

Value excluding VAT: £450,000

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

This contract is divided into lots: No

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

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

- 72212445 - Customer Relation Management software development services

- 72212480 - Sales, marketing and business intelligence software development services
- 72212481 - Sales or marketing software development services
- 72212482 - Business intelligence software development services
- 72212517 - IT software development services
- 72262000 - Software development services

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

NUTS codes

- UKE - Yorkshire and the Humber

Main site or place of performance

LS1 2DE

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

West Yorkshire Combined Authority is looking to commission an external organisation to engage with local communities to promote active and sustainable travel through a rewards-based, off-the-shelf mobile App which works for all mobile operating systems and can successfully track journeys made by a user and offer rewards for travelling on foot, by bike or on public transport.

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

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

### **II.2.6) Estimated value**

Value excluding VAT: £450,000

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

Duration in months

24

This contract is subject to renewal

No

**II.2.10) Information about variants**

Variants will be accepted: No

**II.2.11) Information about options**

Options: No

**II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: 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

---

## **Section IV. Procedure**

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

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

Open procedure

#### **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 000-026173](#)

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

17 January 2025

Local time

12:00pm

#### **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: 16 July 2025

#### **IV.2.7) Conditions for opening of tenders**

Date

17 January 2025

Local time

12:00pm

---

## **Section VI. Complementary information**

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

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

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

High Court of England and Wales

London

Country

United Kingdom