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Planning

West Midlands Digital Journey Platform (WMDJP)

West Midlands Combined Authority

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-059741

Procurement identifier (OCID): ocids-h6vhtk-05a238 ([view related notices](#))

Published 25 September 2025, 2:25pm

Scope

Description

Transport for West Midlands (TfWM), part of the West Midlands Combined Authority (WMCA), is seeking to engage with organisations to help shape the future of digital mobility across the region. The project is a key step to support the transformation of mobility through Digital Ticketing & Journey Planning.

The West Midlands Digital Journey Platform (WMDJP) aims to deliver a unified, customer-centric solution for journey planning and mobile ticketing that supports WMCA's strategic goals around public transport adoption, bus franchising, and the Local Transport Plan.

TfWMs assumed current delivery method is a standalone app retailing mobile ticketing, with journey planning functionality included. The same journey planning functionality would also be available on the TfWM website and be supported by bespoke CRM and back-office functions, to enable effective management of millions of transactions per annum.

TfWM's vision is to deliver a platform that:

- Provides seamless mobile ticketing and journey planning across multiple transport modes. (For launch this must be ticketing across bus as a minimum)

- Integrates real-time data and customer insights
- Supports account-based ticketing and CRM functionality
- Is scalable, secure, and interoperable with existing infrastructure
- Enables future integration with WMCA's strategic CRM and payment systems

Product launch is targeted for no later than May 2027.

This preliminary market engagement exercise seeks to understand market interest in working with TfWM on this project, gather insights into possible market solutions, help support TfWM develop its requirements, and support the design of a suitable procurement approach.

Please note, any information provided as part of this market engagement exercise is for information only and will not be evaluated or form part of any tender process.

Participation is voluntary and will not be used to limit competition in any way.

Contract dates (estimated)

- 1 October 2026 to 30 September 2032
- 6 years

Main procurement category

Services

Additional procurement category

Goods

CPV classifications

- 34980000 - Transport tickets
- 48000000 - Software package and information systems
- 60112000 - Public road transport services

Contract locations

- UKG - West Midlands (England)

Engagement

Engagement deadline

20 October 2025

Engagement process description

To express and interest and participate in this market engagement, please complete the Microsoft Form (link below):

<https://forms.office.com/e/uLvDYuTQHc>

The link may need to be copied into a web browser.

It will not be possible to submit your response after midday on 20 October 2025

Please note, any data provided within the Form is for information purposes only and will not be assessed or form part of the tender process.

Completion of the form is voluntary and will not be used to limit competition in any way

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Contracting authority

West Midlands Combined Authority

- Public Procurement Organisation Number: PGMD-1353-PZVX

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United Kingdom

Email: procurement.team@wmca.org.uk

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government