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Award

WMCA Micromobility Scheme

West Midlands Combined Authority

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-084999

Procurement identifier (OCID): ocds-h6vhtk-0561d8 ([view related notices](#))

Published 19 December 2025, 3:02pm

Scope

Reference

06134-2024

Description

Two regional micromobility schemes currently operate within the West Midlands. A regional cycle hire scheme (West Midlands Cycle Hire) has been in place since March 2021, predominantly focused on pedal bikes. An eScooter scheme being delivered as part of the Department for Transport (DfT) trial has been in place since August 2023. Both contracts are due to end in early 2026.

WMCA are seeking a Service Provider to provide a new service on a concession basis, to include both e-Bikes and eScooters (Micromobility Assets), which allows customers to unlock the vehicles using an app, ride to their destination, park and pay in the app.

The Micromobility Services should support West Midlands Combined Authority (WMCA) and its 7 constituent Local Authorities (LAs) in meeting key regional priorities, including:

- Encouraging modal shift from the private car

- Providing easy and inclusive access to assets which do not conflict with other footway users
- Promote the use of public transport with assets available for hire/parking at or close to public transport interchanges

The Service Provider will be required to have experience of operating Micromobility Services in the United Kingdom and hold and maintain full CoMoUK Public Bike Share Accreditation throughout the duration of this agreement.

The eScooter Vehicle Special Order (VSO) covering the West Midlands allows for a provision of eScooters in 5 of the 7 Local Authority areas within the West Midlands (Birmingham, Coventry, Sandwell, Walsall and Wolverhampton (excluding Dudley and Solihull)). Rollout will be dependent on agreement with respective Local Authority areas and is not guaranteed. For reference, eScooters are currently operational in Birmingham and the University of Warwick (Coventry).

Contract 1. WMCA Micromobility Scheme

Supplier

- LIME TECHNOLOGY LIMITED

Contract value

- £36,000,000 including VAT

Above the relevant threshold

Award decision date

19 December 2025

Date assessment summaries were sent to tenderers

19 December 2025

Standstill period

- End: 5 January 2026
- 8 working days

Earliest date the contract will be signed

30 January 2026

Contract dates (estimated)

- 1 April 2026 to 31 March 2031
- Possible extension to 31 March 2036
- 10 years

Description of possible extension:

The contract includes options to extend at the sole discretion of WMCA for a total period of 5 years in 1 x 3-year and 1 x 2-year increments, to a final expiry date of 31/03/2036.

Main procurement category

Services

CPV classifications

- 60112000 - Public road transport services
- 60130000 - Special-purpose road passenger-transport services

Contract locations

- UKG - West Midlands (England)

Information about tenders

- 5 tenders received
- 5 tenders assessed in the final stage:
 - 4 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 4 suppliers unsuccessful (details included for contracts over £5 million)

Unsuccessful suppliers

- [SMIDSY LTD.](#)
- [BOLT OPERATIONS UK LIMITED](#)
- [TIER OPERATIONS LIMITED](#)
- [VOI TECHNOLOGY UK LTD](#)

Procedure

Procedure type

Open procedure

Special regime

Concession

Suppliers

BOLT OPERATIONS UK LIMITED

- Companies House: 12683400
- Public Procurement Organisation Number: PVLT-6681-NJTW

Leather Market, Unit J, Taper Studios

London

SE1 4GT

United Kingdom

Website: <http://www.bolt.eu>

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

LIME TECHNOLOGY LIMITED

- Companies House: 11517465
- Public Procurement Organisation Number: PMZJ-8856-DBCZ

C/O Dwf Company Secretarial Services Limited 1 Scott Place

Manchester

M3 3AA

United Kingdom

Email: uki-rfps@li.me

Website: <https://www.li.me/en-gb/>

Region: UKD33 - Manchester

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. WMCA Micromobility Scheme

SMIDSY LTD.

- Companies House: 07831245

- Public Procurement Organisation Number: PWCH-4611-ZJXY

The Frames, Unit 2.05 1 Phipp St

London

EC2A 4PS

United Kingdom

Website: <https://beryl.cc/>

Region: UKI41 - Hackney and Newham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

TIER OPERATIONS LIMITED

- Companies House: 12640257
- Public Procurement Organisation Number: PCPV-6519-PYTT

C/O Wework, 1 Mark Square

London

EC2A 4EG

United Kingdom

Website: <http://www.ridedott.com>

Region: UKI41 - Hackney and Newham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

VOI TECHNOLOGY UK LTD

- Companies House: 12616585
- Public Procurement Organisation Number: PDXV-4241-RWWQ

2nd Floor National House, 60-66 Wardour Street

London

W1F 0TA

United Kingdom

Website: <http://www.voi.com>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contracting authority

West Midlands Combined Authority

- Public Procurement Organisation Number: PGMD-1353-PZVX

16 Summer Lane

Birmingham

B19 3SD

United Kingdom

Email: procurement.team@wmca.org.uk

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government