

Appendix 4

Preliminary Market Engagement – Camden dockless bike hire concession contract 2027 – 2032

Contracting Authority: London Borough of Camden

Purpose of this Notice:

The London Borough of Camden is seeking to engage with the market in advance of a planned tender for two providers to deliver up to 1000 dockless hire bikes each from the start of June 2027 for a period of 5 years with a break clause after 2 years. This engagement aims to inform the development of the tender, understand market capacity and capability, and explore approaches to delivery, sustainability, and social value.

Project Overview:

The Council is preparing to award contracts to two operators to continue the dockless bike hire service, which has been in place since 2018. The aim of the project is to build on the success of the scheme to date while ensuring a balance between the needs of users, residents, and local businesses. As part of this next phase, the Council is seeking innovative approaches to improve service performance, monitoring and to minimise any negative impacts associated with the operation of dockless bikes.

Scope of contract:

The contract will include:

- The provision of dockless bike hire vehicles to be offered to users in Camden.
- Dockless bikes will be required to be parked exclusively within the growing network of parking bays established in the borough. Users must not be permitted to park outside of this network, and operators should take strict action to prevent and discourage any instances.
- Operators will ensure that any bikes that are left outside of parking bays are moved quickly (typically within a time specified in the contract) and with minimal disruption.
- Enforcement and contractual mechanisms to ensure that the service operates to a high standard and with minimal negative impacts.
- Hardware and software on assets should be maintained to a very high standard to ensure the service maintains regularity, convenience and safety to users.
- Operators will be required to offer live fleet data from day one of operations under the contract demonstrating the location and status of every asset within the borough for the purposes of monitoring service quality and compliance.
- Operators will be required to offer a fixed annual sum and a share of revenue generated within the borough to the Council. The Council is also considering additional contributions from operators to address issues and resource implications associated with the service.
- Strong social value to residents and businesses in Camden to improve sustainability and economic opportunities.

Estimated total concession contracts value: £115,000,000

Estimated Contract Duration: 5 years, with optional break clause after 2 years

Estimated Procurement Timetable:

- PME engagement: March 2026
- Tender publication: June/July 2026
- Contract commencement: June 2027

Objectives of Market Engagement:

Interested suppliers are invited to respond to the following questions, and complete the PME Agreement/Form below:

1. What is your level of interest in tendering for this concession contract?
2. The proposed quality/price split is 60/40, please provide your observations.
3. The proposed contract length is 5 years with a break clause after 2 years, please provide your observations on this.
4. What level of vehicle location accuracy can realistically be achieved within a borough such as Camden?
5. What kind of platforms, software or other methods could be used to offer live, easily accessible fleet data to officers, and what are the benefits of these systems?
6. In your experience, what is the impact of fines, account suspensions and account revocations on adverse behaviours such as improper use of bikes and non-compliant parking?
7. How could the potential concessionaire minimise the disruption to residents and businesses created by aspects of the service such as:
 - Redeployment and balancing bikes
 - Adverse parking behaviours by users
 - Antisocial behaviour relating to abuse of the service
8. There are currently around 2500 spaces for dockless hire bikes in the current bay network in Camden. In your experience, how many more additional dedicated bike spaces do you believe would be required to manage the demand and fleet requirements of the service in the borough?
9. How could operators engage with the private land market to find further parking capacity?
10. What lead times do you anticipate for pre-contract mobilisation and delivery?
11. What are your considerations around an expanded offering of hire bike services to make them more accessible for use by, for example, families or disabled users?
12. How could the potential concessionaire deliver social value through this contract?
13. Considering the [Scrutiny](#) that dockless bike hire services has seen within Camden, and the key opportunities/challenges faced, what thoughts do you have on these and how a new contract could best deliver against those opportunities/challenges?
14. The Council are considering asking operators to pay for the introduction of parking corrals at every suitable micromobility bay in the borough. Please share your thoughts on this.

Respondents should also read and respond to the below agreement and form.

Project: Dockless bike hire concession contract

PRELIMINARY MARKET ENGAGEMENT AGREEMENT

Thank you for agreeing to participate in this Preliminary Market Engagement. Your involvement in this process will be key to ensuring that the most appropriate procurement strategy is implemented.

Before starting any procurement activity, it may be appropriate to conduct some market consultation. Regarding innovation, it may be helpful to seek or accept advice from:

- independent experts
- authorities or
- market participants

to help assess the development of the market and to plan the subsequent procurement.

Therefore, we are seeking responses to the questions set out above.

The Council may engage with you and other persons for the purpose of:

- a) Developing the authority's requirements and approach to the procurement;
- b) Designing a procedure, conditions of participation or award criteria;
- c) Preparing the tender notice and associated tender documents;
- d) Identifying suppliers that may be able to supply the goods, services or works required;
- e) Identifying and refining likely contractual terms; and
- f) Building capacity among suppliers in relation to the contract being awarded.

It is essential that the process of procurement is both reasonable and transparent to ensure that all bidders are treated equitably and fairly. In order to ensure a fair and competitive process, the Council must ensure that all engagements with suppliers or persons are done so in accordance with the Procurement Act 2023 (the Act) and its own internal policies.

Please note that the Preliminary Market Engagement does not oblige the Council to proceed with any procurement nor does it guarantee your participation.

Whilst all information shared and provided will be considered, this does not guarantee it will form part of the final procurement documents and strategy.

Exclusion Grounds – Unfair advantage or distortion of competition

The Act requires the Council to take steps to ensure that suppliers or persons participating in the preliminary market engagement are not put at an unfair advantage and that competition in relation to the award of the contract is not otherwise distorted. The Council will need to consider their approach to meeting this requirement before they begin their preliminary market engagement with you.

If the Council considers that a supplier's participation in the preliminary market engagement has put a supplier at an unfair advantage in relation to the award of the

contract and that advantage cannot be avoided, that supplier **must** be excluded from the procurement.

Transparency

The Council will keep a record of the information it has shared and received as part of the preliminary market engagement. This can help trace the source of the information gathered that has been taken into account in the procurement. The information can also be shared with other parties and used to help ensure that participating suppliers are not unfairly advantaged. Depending on the nature of the information shared and received, such information and/or outcomes of the engagement could be included in the tender notice or tender documentation.

If it has not done so already, the Council may need to publish a Preliminary Market Engagement Notice in accordance with the Act. This will outline any Preliminary Market Engagement that has been conducted or will be conducted before the start of a procurement.

Confidentiality/Commercial Secrecy

The Council reserves the right to disclose any information discussed as part of the Preliminary Market Engagement unless otherwise agreed in writing, and subject to its obligations under the Procurement Act 2023, Freedom of Information Act 2000, and any other legislation governing the Council.

Please consider in advance how we can handle any discussions involving confidential information including intellectual property. Any information you consider to be confidential information should be highlighted as such when it is made available to the Council.

You will not make any public statement or press release in connection with the Preliminary Market Engagement without prior written approval of the Council.

Code of Conduct

Any information you provide or receive as part of the Preliminary Market Engagement should not unfairly advantage you or distort the market. If this should occur you will be excluded from any connected future procurement.

If a person participating in this Preliminary Market Engagement process has a strong concern or reservation about the conduct of the exercise or its outcome, they should in the first instance raise the issue with the relevant Procurement Category Manager. Thereafter, if not satisfied, a complaint should be made to the Head of Procurement and Social Value.

If you have any queries, please do not hesitate to contact me.

Yours sincerely

Tom White
Transport Planner

DECLARATION FORM FOR PRELIMINARY MARKET ENGAGEMENT

Project: Dockless bike hire concession contract

PARTICIPATION IN PRELIMINARY MARKET ENGAGEMENT

I acknowledge that as a result of my participation in the Preliminary Market Engagement that I am I will be sharing and receiving information in accordance with the Procurement Act 2023.

In consideration of my participation in the process, I agree at all times to keep all information I receive confidential and agree that, unless agreed in writing, all information disclosed may be subject to publication and further transparency.

Please Tick

I acknowledge the Preliminary Market Engagement agreement throughout this procurement process	<input type="checkbox"/>
I acknowledge information shared to the Council may be shared with others in the interest of transparency and fair competition	<input type="checkbox"/>
I will notify the Council of areas of confidentiality in writing and consider how my participation of Preliminary Market Engagement may exclude me or my organisation from any connected procurements	<input type="checkbox"/>

Signed

Name (in capitals) _____

Title _____

Organisation _____

Date _____

Email Address _____

Telephone Number _____