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Contract

Provision of Customer Loyalty Services

FIRST RAIL HOLDINGS LIMITED

F06: Contract award notice – utilities

Notice identifier: 2022/S 000-005343

Procurement identifier (OCID): ocds-h6vhtk-02e9ba

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Section I: Contracting entity

I.1) Name and addresses

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LONDON

NW15DH

Contact

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Email

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Telephone

+44 7583102659

Country

United Kingdom

NUTS code

UKI32 - Westminster

Internet address(es)

Main address

<https://www.firstgroup.com>

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of Customer Loyalty Services

II.1.2) Main CPV code

- 79342321 - Customer-loyalty programme

II.1.3) Type of contract

Services

II.1.4) Short description

Provision of Customer Loyalty services to First operators AWC, GWR, SWR and TPE

II.1.6) Information about lots

This contract is divided into lots: Yes

II.2) Description

II.2.1) Title

Provision of customer loyalty services for AWC

Lot No

1

II.2.2) Additional CPV code(s)

- 79342321 - Customer-loyalty programme

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Provision of customer loyalty services for Avanti West Coast

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Provision of customer loyalty services for GWR

Lot No

2

II.2.2) Additional CPV code(s)

- 79342321 - Customer-loyalty programme

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Provision of customer loyalty services for Great Western Railway

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Customer loyalty services - SWR

Lot No

3

II.2.2) Additional CPV code(s)

- 79342321 - Customer-loyalty programme

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Provision of customer loyalty services for South Western Railway

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Customer Loyalty - TPE

Lot No

4

II.2.2) Additional CPV code(s)

- 79342321 - Customer-loyalty programme

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

provision of customer loyalty services for TransPennine Express

II.2.11) Information about options

Options: No

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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-025164](#)

Section V. Award of contract

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section V. Award of contract

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section V. Award of contract

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section V. Award of contract

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

First Rail Holdings Limited

London

Country

United Kingdom