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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**

FIRST RAIL HOLDINGS LIMITED

4th Floor Capital House, 25 Chapel Street

LONDON

NW15DH

#### **Contact**

Rachel Crockford

#### **Email**

[FRH-procurement.indirects@firstrail.com](mailto:FRH-procurement.indirects@firstrail.com)

#### **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

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## **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

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## **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](#)

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## **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)

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The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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## **Section VI. Complementary information**

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

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

First Rail Holdings Limited

London

Country

United Kingdom