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Contract

Provison of Customer Loyalty Services

FIRST RAIL HOLDINGS LIMITED

F06: Contract award notice – utilities

Notice identifier: 2022/S 000-005344

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

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Section I: Contracting entity

I.1) Name and addresses

FIRST RAIL HOLDINGS LIMITED

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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

Reference number

FG001268

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 for FRH businesses including Avanti West Coast, Great Western Railway, South Western Railway and TransPennine Express.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.2) Description

II.2.1) Title

customer loyalty - 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 services to Avanti West Coast

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

services - 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 services to Great Western Railway

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

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

services to Great Western Railway

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

services - 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

services to TransPennine Express Limited

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 000-026191](#)

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