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Tender

## **Commercial Advertising: Railway Estate**

FIRST RAIL HOLDINGS LIMITED  
FIRST GREATER WESTERN LIMITED  
FIRST MTR SOUTH WESTERN TRAINS LIMITED  
FIRST TRENITALIA WEST COAST RAIL LIMITED  
FIRST TRANSPENNINE EXPRESS LIMITED

F05: Contract notice – utilities

Notice identifier: 2022/S 000-011877

Procurement identifier (OCID): ocids-h6vhtk-033502

Published 6 May 2022, 3:46pm

### **Section I: Contracting entity**

#### **I.1) Name and addresses**

FIRST RAIL HOLDINGS LIMITED

8th Floor, The Point, 37 North Wharf Road

LONDON

W21AF

#### **Contact**

Greig Matthew

#### **Email**

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

#### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.firstgroupplc.com/>

**I.1) Name and addresses**

FIRST GREATER WESTERN LIMITED

London

**Email**

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

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.gwr.com/>

**I.1) Name and addresses**

FIRST MTR SOUTH WESTERN TRAINS LIMITED

London

**Email**

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

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.southwesternrailway.com/>

**I.1) Name and addresses**

FIRST TRENITALIA WEST COAST RAIL LIMITED

London

**Email**

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

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.avantiwestcoast.co.uk/>

**I.1) Name and addresses**

FIRST TRANSPENNINE EXPRESS LIMITED

London

**Email**

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

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.tpexpress.co.uk/>

**I.2) Information about joint procurement**

The contract involves joint procurement

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<http://redirect.transaxions.com/events/QUbB9>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://redirect.transaxions.com/events/QUbB9>

**I.6) Main activity**

Railway services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Commercial Advertising: Railway Estate

Reference number

FX415

#### **II.1.2) Main CPV code**

- 79341000 - Advertising services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

First Rail is tendering for the provision of commercial advertising services, to generate revenue through the management of assets and client portfolios across the following FirstGroup Train Operating Companies:

- FIRST GREATER WESTERN LIMITED, ('GWR') company number 05113733.
- FIRST MTR SOUTH WESTERN TRAINS LIMITED, ('SWR') company number 07900320.
- FIRST TRENITALIA WEST COAST RAIL LIMITED, ('AWC') company number 10349442.
- FIRST TRANSPENNINE EXPRESS LIMITED, ('TPE') company number 09111801

#### **II.1.5) Estimated total value**

Value excluding VAT: £30,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)
- UKL - Wales
- UKM - Scotland

### **II.2.4) Description of the procurement**

First Rail are seeking to contract with one supplier to market, manage, and invest in an extensive asset portfolio in relation to commercial advertising sales.

The successful bidder will be responsible for developing an existing portfolio of assets in railway stations, increasing revenue generation for our Train Operating Companies (TOCs).

The successful bidder will be required to procure the existing assets at the value stated at the start of the contract term, and will inherit the forward order book.

Core contract requirements involve the safe maintenance, repair, installation of new, and investment in assets throughout the term of the contract, reporting detailed results on a monthly basis to each TOC and First Rail.

As a revenue contract, First Rail are seeking supplier proposals that will best deliver the services required, delivered in accordance to the highest safety levels required in the rail environment, with maximum revenue generation.

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

60

This contract is subject to renewal

No

**II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 2

Maximum number: 6

**II.2.10) Information about variants**

Variants will be accepted: No

**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.2.2) Time limit for receipt of tenders or requests to participate**

Date

6 June 2022

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English



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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

First Rail Holdings

London

Country

United Kingdom