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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): ocds-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

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

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

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

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

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

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

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

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