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Tender

# **Provision of Customer Loyalty Services**

FIRST RAIL HOLDINGS LIMITED

F05: Contract notice - utilities

Notice identifier: 2021/S 000-025164

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

### **Telephone**

+44 7583102659

### Country

**United Kingdom** 

**NUTS** code

UKI32 - Westminster

Internet address(es)

Main address

http://redirect.transaxions.com/events/ost6U

### I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

http://redirect.transaxions.com/events/ost6U

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/ost6U

### 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

FX407

### II.1.2) Main CPV code

• 79342321 - Customer-loyalty programme

### II.1.3) Type of contract

Services

#### II.1.4) Short description

Seeking expression of interests for the provision of customer loyalty services to select First Rail Holdings Companies, including Avanti West Coast (AWC), Greater Western Railway (GWR), South Western Railway (SWR) and First TransPennine Express Limited

### II.1.5) Estimated total value

Value excluding VAT: £8,000,000

#### II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

### II.2) Description

#### II.2.1) Title

Customer Loyalty Services - Avanti West Coast

Lot No

#### 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 to Avanti West Coast

#### II.2.5) Award criteria

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

### II.2.6) Estimated value

Value excluding VAT: £3,600,000

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

**Duration in months** 

24

This contract is subject to renewal

Yes

Description of renewals

There will be an option to extend for a period of up to two years in total

### II.2.10) Information about variants

Variants will be accepted: No

### II.2.11) Information about options

Options: No

### II.2) Description

### II.2.1) Title

Customer loyalty services - Greater Western Railway

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 Greater Western Railway

### II.2.5) Award criteria

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

#### II.2.6) Estimated value

Value excluding VAT: £3,200,000

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

**Duration in months** 

24

This contract is subject to renewal

Yes

Description of renewals

There will be an option to extend for a period of up to two years in total

#### II.2.10) Information about variants

Variants will be accepted: No

### II.2.11) Information about options

Options: No

### II.2) Description

#### II.2.1) Title

Customer loyalty services - South Western Railway

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 SWR

### II.2.5) Award criteria

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

### II.2.6) Estimated value

Value excluding VAT: £730,000

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

**Duration in months** 

24

This contract is subject to renewal

Yes

Description of renewals

There will be an option to extend up to the period of 2 years in total

### II.2.10) Information about variants

Variants will be accepted: No

### II.2.11) Information about options

Options: No

### II.2) Description

### II.2.1) Title

Customer loyalty services - TransPennine Express

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 to TPE

### II.2.5) Award criteria

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

#### II.2.6) Estimated value

Value excluding VAT: £600,000

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

**Duration in months** 

24

This contract is subject to renewal

Yes

Description of renewals

There will be an option to extend for a period of up to 2 years in total

### 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

13 October 2021

Local time

12:00pm

# IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

15 October 2021

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

English

### IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

# **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 Limited

London

Country

**United Kingdom**