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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

Published 8 October 2021, 10:59am

### **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

<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

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## **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

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 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)

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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 Limited

London

Country

United Kingdom