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Tender

## **Provision of Customer Loyalty Services**

FIRST RAIL HOLDINGS LIMITED

F05: Contract notice – utilities

Notice identifier: 2021/S 000-026191

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

Published 19 October 2021, 8:37pm

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

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

FIRST RAIL HOLDINGS LIMITED

LONDON

#### **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

<https://www.firstgroupplc.com>

Buyer's address

<https://www.firstgroupplc.com>

**I.3) Communication**

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

<https://s2c-uk62.waxdigital.com/FirstGroupPlc/DisplayModules/TradeModules/Negotiations/Sourcing/DocumentMain.aspx?ProjectId=2006&DocumentId=2008&ApplicationInstanceId=27adc89e-0cb2-4b51-9bc1-34061f10156f>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://s2c-uk62.waxdigital.com/FirstGroupPlc/DisplayModules/TradeModules/Negotiations/Sourcing/DocumentMain.aspx?ProjectId=2006&DocumentId=2008&ApplicationInstanceId=27adc89e-0cb2-4b51-9bc1-34061f10156f>

**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

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 First Rail Holdings businesses including Avanti West Coast, Greater Western Railway, South Western Railway and TransPennine Express

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

Value excluding VAT: £8,200,000

#### **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 for 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 for 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

### **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 2 years

### **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 for 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 South 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: £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 for a period of up to 2 years

#### **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 for 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 for TransPennine Express

#### **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: £732,000

**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

**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

19 November 2021

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 Limited

London

Country

United Kingdom