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Contract

Provision of Smoke Alarms & Associated Products

Merseyside Fire and Rescue Authority

F03: Contract award notice

Notice identifier: 2025/S 000-064202

Procurement identifier (OCID): ocds-h6vhtk-05acce

Published 10 October 2025, 2:14pm

Section I: Contracting authority

I.1) Name and addresses

Merseyside Fire and Rescue Authority

Merseyside Fire and Rescue Service Headquarters, Bridle Road,

Bootle

L304YD

Email

procurementmfrs@merseyfire.gov.uk

Country

United Kingdom

Region code

UKD73 - Sefton

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.merseyfire.gov.uk>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

Public order and safety

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of Smoke Alarms & Associated Products

Reference number

MFRS 2425-55

II.1.2) Main CPV code

- 31625200 - Fire-alarm systems

II.1.3) Type of contract

Supplies

II.1.4) Short description

Provision of Smoke Alarms & Associated Products. Direct award under West Midlands Framework reference C5691, lots 1 and 2.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £742,700

II.2) Description

II.2.1) Title

Lot No

1

II.2.2) Additional CPV code(s)

- 31625200 - Fire-alarm systems

II.2.3) Place of performance

NUTS codes

- UKD7 - Merseyside

II.2.4) Description of the procurement

Provision of Smoke Alarms

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Lot No

2

II.2.2) Additional CPV code(s)

- 31625200 - Fire-alarm systems

II.2.3) Place of performance

NUTS codes

- UKD7 - Merseyside

II.2.4) Description of the procurement

Provision of deaf alarms

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Direct award under West Midlands F&RS Framework

Smoke Alarms and Associated Products 2025-2029

Reference C5691, Lot 1 & Lot 2

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 September 2025

V.2.2) Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

FireBlitz Extinguisher Ltd

Kent

Country

United Kingdom

NUTS code

- UKJ4 - Kent

Companies House

06475572

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £742,700

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Merseyside Fire & Rescue Authority

Liverpool

L30 4YD

Country

United Kingdom