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Planning

## **ScotRail Loyalty Partner - Market Engagement**

ScotRail Trains Limited

F04: Periodic indicative notice – utilities

Periodic indicative notice only

Notice identifier: 2025/S 000-081893

Procurement identifier (OCID): ocds-h6vhtk-05f39e

Published 11 December 2025, 11:49am

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

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

ScotRail Trains Limited

Atrium Court, 50 Waterloo Street

Glasgow

G2 6HQ

#### **Email**

[kathleen.gay@scotrail.co.uk](mailto:kathleen.gay@scotrail.co.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKM - Scotland

#### **Internet address(es)**

Main address

<https://www.scotrail.co.uk/>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA30589](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA30589)

### **I.3) Communication**

Additional information can be obtained from the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://scotrail.wax-live.com/S2C/DisplayModules/TradeModules/Negotiations/Opportunities/ListEvents.aspx>

### **I.6) Main activity**

Railway services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

ScotRail Loyalty Partner - Market Engagement

Reference number

SR-PACT-PROJ-972

#### **II.1.2) Main CPV code**

- 79342321 - Customer-loyalty programme

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

ScotRail are conducting market engagement to explore the development of a bespoke loyalty programme aimed at driving incremental passenger journeys and revenue. We are seeking input from potential partners to help shape our understanding of the market, available models, and technical requirements.

We invite suppliers to complete a short questionnaire via our e-sourcing portal which can be accessed here <https://scotrail.wax-live.com/S2C/DisplayModules/TradeModules/Negotiations/Opportunities/ListEvents.aspx>

ScotRail will review the information provided and intend to engage further with suppliers who have the relevant experience and capabilities. This assessment will shape our strategy and tender documents for the future of the service. Any questions relating to this market engagement should be posted using the 'Messaging' tab on the e-sourcing portal. The deadline for submitting your response is by 12pm Wednesday 28th January 2026

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79342321 - Customer-loyalty programme
- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKM - Scotland

### **II.2.4) Description of the procurement**

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### **II.2.14) Additional information**

The market engagement details and questionnaire can be accessed on our e-sourcing portal <https://scotrail.wax-live.com/S2C/DisplayModules/TradeModules/Negotiations/Opportunities/ListEvents.aspx>

## **II.3) Estimated date of publication of contract notice**

2 March 2026

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## **Section IV. Procedure**

### **IV.1) Description**

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

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section VI. Complementary information**

### **VI.3) Additional information**

The full details and market engagement response can be accessed through our e-sourcing portal

<https://scotrail.wax-live.com/S2C/DisplayModules/TradeModules/Negotiations/Opportunities/ListEvents.aspx>

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