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Contract

Through the line Creative

Transport for London

F03: Contract award notice

Notice identifier: 2026/S 000-006028

Procurement identifier (OCID): ocds-h6vhtk-04572b

Published 23 January 2026, 9:29am

Section I: Contracting authority

I.1) Name and addresses

Transport for London

5 Endeavour Square

London

E201JN

Contact

Neil Mckenzie

Email

NeilMckenzie@tfl.gov.uk

Country

United Kingdom

Region code

UKI41 - Hackney and Newham

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

www.tfl.gov.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Through the line Creative

Reference number

WS1581481598

II.1.2) Main CPV code

- 60000000 - Transport services (excl. Waste transport)

II.1.3) Type of contract

Services

II.1.4) Short description

Transport for London (TfL) are appointing a creative and production, advertising and marketing agency to deliver integrated reputation building, revenue generation and

behaviour change campaigns.

Working in partnership with the Creative Agency will enable TfL to deliver effective marketing campaigns in support of TfL's business objectives.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £50,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 60000000 - Transport services (excl. Waste transport)

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

TfL conducted a competitive tender for this Contract for a duration of two (2) years with the option, at the Authority's Sole Discretion, to extend for further periods of up to a maximum of three (3) years.

II.2.5) Award criteria

Quality criterion - Name: Technical & Pitch / Weighting: 60

Price - Weighting: 40

II.2.11) Information about options

Options: Yes

Description of options

Two (2) years with the option, at the Authority's Sole Discretion, to extend for further periods of up to a maximum of three (3) years.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Competitive procedure with negotiation

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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-014329](#)

Section V. Award of contract

Contract No

CW85057 (TfL 96814)

Title

Through-the-line Creative Contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 December 2025

V.2.2) Information about tenders

Number of tenders received: 6

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

V.2.3) Name and address of the contractor

VCCP GROUP LLP

66 Berners Street

London

W1T 3NL

Country

United Kingdom

NUTS code

- UKI - London

Companies House

OC370529

The contractor is an SME

No

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

Total value of the contract/lot: £50,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Transport for London

London

Country

United Kingdom

