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Contract

## **TFL 96033 - TfL Brand Licensing & Development**

Transport for London

F03: Contract award notice

Notice identifier: 2023/S 000-006700

Procurement identifier (OCID): ocds-h6vhtk-037592

Published 8 March 2023, 10:41am

### **Section I: Contracting authority**

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

Transport for London

14 Pier Walk

London

SE10 0ES

#### **Contact**

Miss Lavinia Tidy-Jones

#### **Email**

[laviniatidyjones@tfl.gov.uk](mailto:laviniatidyjones@tfl.gov.uk)

#### **Telephone**

+44 1111

#### **Country**

United Kingdom

**Region code**

UKI - London

**Internet address(es)**

Main address

<https://tfl.gov.uk>

Buyer's address

<https://tfl.gov.uk>

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Transport

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**Section II: Object**

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

**II.1.1) Title**

TFL 96033 - TfL Brand Licensing & Development

Reference number

DN615276

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

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

Services

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

This is a concession contract. Therefore actual revenue is not known until contract years have concluded and actual revenue is known. Therefore the value is an estimate which is why there is a range from £7,875,562 to £15,000,000.

Transport for London has awarded this contract for an Agency to manage and develop TfL's Brand Licensing programme - which is the commercialisation of the TfL brand and its intellectual property across varied ranges of consumer products in the UK (non-exclusively) and Internationally (exclusively).

The agency appointed will build on TfL's current licensing programme to keep our current momentum building. TfL is 'the London Brand' and the agency will continue to push this brand story into further product categories and consumer markets.

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

This contract is divided into lots: No

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

Lowest offer: £7,875,562 / Highest offer: £15,000,000 taken into consideration

## **II.2) Description**

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

- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services
- 79342200 - Promotional services

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

NUTS codes

- UKI - London

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

This is for the delivery of Transport Trading Limited's Brand Licensing and Development contract. IMG will manage and develop TfL's Brand Licensing programme - which is the commercialisation of the TfL brand and its Intellectual Property (IP) across varied ranges of consumer products in the UK (non-exclusively) and Internationally (exclusively).

The procurement process was conducted to appoint a single agency to manage and develop the TfL Licensing programme.

A procedure applicable to the open procedure took place. Whereby any supplier/agency could bid for the opportunity. The top 3 suppliers from ITT stage were invited to a presentation stage. The conclusion of the procurement identified a preferred supplier who the contract has been awarded too.

#### **II.2.5) Award criteria**

Quality criterion - Name: Technical assessment / Weighting: 60

Price - Weighting: 40

#### **II.2.11) Information about options**

Options: Yes

Description of options

The contract was awarded for an initial 3 year term with the option to extend for a further 2 years on a yearly basis.

3 years +1 year+1 year. Maximum duration of 5 years.

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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

The ITT stage was weighted Technical 70% and Commercial 30%.

Stage 2 was weighted the following:

Technical from ITT stage carried through and weighted to 25%, ITT commercial carried through and weighted to 40% for stage 2 and presentation stage weighted 35%.

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## **Section IV. Procedure**

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

#### **IV.1.1) Type of procedure**

Open procedure

#### **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: [2022/S 000-030247](#)

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## **Section V. Award of contract**

### **Title**

TFL 96033 - TfL Brand Licensing & Development

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

9 February 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 3

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

#### **V.2.3) Name and address of the contractor**

International Management Group

Building 6, Chiswick Park, 566 Chiswick High Road

London

W4 5HR

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £7,875,562

Lowest offer: £7,875,562 / Highest offer: £15,000,000 taken into consideration

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Transport for London

London

Country

United Kingdom