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Contract

TfL 94523 - Through the Line Strategic Thinking, Creative Development and Production Services Agency

Transport for London

F03: Contract award notice

Notice identifier: 2021/S 000-009222

Procurement identifier (OCID): ocds-h6vhtk-02ab77

Published 29 April 2021, 8:33am

Section I: Contracting authority

I.1) Name and addresses

Transport for London

5 Endeavour Square

London

E20 1JN

Contact

Eleanor Copland

Email

ELEANORCOPLAND@TFL.GOV.UK

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://tfl.gov.uk>

Buyer's address

<https://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

TfL 94523 - Through the Line Strategic Thinking, Creative Development and Production Services Agency

Reference number

DN429563

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Provision of Creative Agency services on behalf of Transport for London (TfL) for a two (2) year period with an option to extend for a further two (2) one (1) year periods, up to a maximum of four (4) years.

The through the line creative agency will work together with TfL's above the line media agency to deliver media neutral integrated behaviour change marketing communications, strategic planning and implementation. The agency will be capable of long-term, strategic thinking for the TfL brand and across its portfolio, as well as for individual integrated through the line campaign briefs.

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: £17,600,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The agency will work with TfL to deliver creative services relating to marketing and behaviour change. The two core areas that we need to deliver are: Getting to 80% sustainable journeys by 2041 and supporting Vision Zero. In order to deliver these, the agency must have the following experience and capabilities:

- “Through the Line” experience: The agency needs to be experienced at developing strategies and creative that encompass broad messages delivered in large scale broadcast communications such as TV, Out of Home and Press, as well as highly specific messages delivered in highly targeted communications such as leaflets and emails
- Behaviour Change experience: As described above, many of the campaigns that CMBC

deliver have a specific behaviour change objective. They will need to demonstrate that they have worked on these sorts of campaigns, and demonstrate the results of these campaigns.

- Experience working in an integrated way with the client and the media agency: In order to get the best possible results we expect the creative and media agencies to work collaboratively with each other
- Resource to deliver 30+ campaigns a year: Due to the number of campaigns that we deliver each year, we need an agency that has experience of delivering, and staffing levels to handle large numbers of briefs.
- 24/7 studio capability: Linked to the high volume and pace of work the appointed agency needs to have 24/7 capability as standard
- Cost conscious approach to working: as a public body we have a duty to manage costs and to deliver the best possible value.
- Knowledge and experience in the strategic planning and delivery of behaviour change programmes
- Experience working with clients that are in the public sector or operate in a

II.2.5) Award criteria

Quality criterion - Name: Technical Capability / Weighting: 25

Quality criterion - Name: Pitch Brief Response / Weighting: 50

Price - Weighting: 25

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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: [2019/S 158-390804](#)

IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V. Award of contract

Contract No

TfL 94523

Title

Provision of a Creative Through the Line Agency

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

14 February 2021

V.2.2) Information about tenders

Number of tenders received: 17

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 17

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

V.2.3) Name and address of the contractor

VCCP Group LLP

62 Buckingham Gate, London

SW1P 9ZP

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

OC370529

The contractor is an SME

No

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

Total value of the contract/lot: £17,600,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Transport for London

5 Endeavour Square

London

E20 1JN

Country

United Kingdom