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Planning

## **TRANSPORT FOR LONDON ADVERTISING CONCESSIONS FOR RAIL NETWORK (INCLUDING LONDON UNDERGROUND) AND BUS SHELTERS**

Transport for London

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-012823

Procurement identifier (OCID): ocds-h6vhtk-03c662

Published 4 May 2023, 3:11pm

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

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

Transport for London

5 ENDEAVOUR SQUARE

LONDON

E201JN

#### **Contact**

Phil Roddy

#### **Email**

[phil.rodny@tube.tfl.gov.uk](mailto:phil.rodny@tube.tfl.gov.uk)

#### **Country**

United Kingdom

**Region code**

UKI - London

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://tfl.gov.uk/>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

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

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

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

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

TRANSPORT FOR LONDON ADVERTISING CONCESSIONS FOR RAIL NETWORK (INCLUDING LONDON UNDERGROUND) AND BUS SHELTERS

Reference number

TFL 94592

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

- 79341000 - Advertising services

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

Services

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

Transport for London (TfL) is seeking expressions of interest to run advertising concession type arrangements on both its rail network (including London Underground) and its bus shelters, from 1st April 2025. This form of notice is one available under the Public Contracts Regulations 2015 and is being used by TfL solely to notify the market of this forthcoming contract opportunity. Any future procurement process is not expected to be subject to the Public Contracts Regulations 2015.

Respondents are requested to complete a Market Sounding Questionnaire (MSQ) which can be obtained from [Phil.Roddy@tube.tfl.gov.uk](mailto:Phil.Roddy@tube.tfl.gov.uk)

The MSQ must be returned by 26th May 2023.

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

This contract is divided into lots: Yes

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Lot A - Tube & rail advertising concession only

Lot B - Bus Shelter advertising concession only

Lot C - Tube & rail advertising concession and Bus shelter advertising concession combined.

## **II.2) Description**

### **II.2.1) Title**

LOT - A - TUBE AND RAIL ADVERTISING CONCESSION

Lot No

1

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

- 79341000 - Advertising services

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

NUTS codes

- UKI - London

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

DESCRIPTION OF THE PROCUREMENT

Transport for London (TfL) is seeking to place advertising concessions with a media partner(s) to run advertising concessions for both its rail network (including London Underground) and its bus shelters, from 1st April 2025. The main details are as follows:

Tube & Rail Advertising Concession

This involves the right to sell and display advertising on all stations and trains on the following transport services:

- London Underground (including Elizabeth line)
- London Overground
- Docklands Light Railway
- Trams
- Victoria Coach Station

This consists of various traditional assets of varying formats from 4 sheets to 96 sheets, as well as a range of digital opportunities including Digital 6 Sheets, Digital 12 Sheets, Escalator Panels, Escalator Ribbons, large scale Landmarks/Video Walls, and Digital Runways (integrated into platform edge doors).

The concessionaire will be responsible for the posting/scheduling of adverts and the installation and maintenance of all advertising assets.

Respondents are requested to complete a Market Sounding Questionnaire (MSQ) which can be obtained from: [Phil.Roddy@tube.tfl.gov.uk](mailto:Phil.Roddy@tube.tfl.gov.uk)

The MSQ must be returned by 26th May 2023.

## **II.2) Description**

### **II.2.1) Title**

LOT B - BUS SHELTER ADVERTISING CONCESSION

Lot No

2

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

- 79341000 - Advertising services

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

NUTS codes

- UKI - London

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

Transport for London (TfL) is seeking to place advertising concessions with a media partner(s) to commence from 1 April 2025 for both its rail network (including London Underground) and its bus shelters.

Bus Shelter Advertising Concession

This involves the right to sell and display advertising on TfL's bus shelter estate throughout the Greater London area. This consists of approximately 5,000 bus shelters comprising 9,500 traditional paper advertising panels and 612 shelters with full digital advertising.

The concessionaire will be responsible for posting adverts on the traditional poster panels, as well as the scheduling of adverts across the digital network. The maintenance and cleaning of the bus shelters is conducted by third parties, but the concessionaire will be responsible for the installation, maintenance and cleaning of the traditional and digital advertising panels on the bus shelters.

Respondents are requested to complete a Market Sounding Questionnaire (MSQ) which can be obtained from: [Phil.Roddy@tube.tfl.gov.uk](mailto:Phil.Roddy@tube.tfl.gov.uk)

The MSQ must be returned by 26th May 2023.

## **II.2) Description**

### **II.2.1) Title**

LOT C- TUBE AND RAIL ADVERTISING CONCESSION AND BUS SHELTER  
ADVERTISING CONCESSION COMBINED

Lot No

3

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

- 79341000 - Advertising services

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

NUTS codes

- UKI - London

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

Transport for London (TfL) is seeking to place advertising concessions with a media partner(s) to run advertising concessions for both its rail network (including London Underground) and its bus shelters, from 1st April 2025. The main details are as follows:

Tube & Rail Advertising Concession

This involves the right to sell and display advertising on all stations and trains on the following transport services:

- London Underground (including Elizabeth line)
- London Overground

- Docklands Light Railway
- Trams
- Victoria Coach Station

This consists of various traditional assets of varying formats from 4 sheets to 96 sheets, as well as a range of digital opportunities including Digital 6 Sheets, Digital 12 Sheets, Escalator Panels, Escalator Ribbons, large scale Landmarks/Video Walls, and Digital Runways (integrated into platform edge doors).

The concessionaire will be responsible for the posting/scheduling of adverts and the installation and maintenance of all advertising assets.

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#### Bus Shelter Advertising Concession

This involves the right to sell and display advertising on TfL's bus shelter estate throughout the Greater London area. This consists of approximately 5,000 bus shelters comprising 9,500 traditional paper advertising panels and 612 shelters with full digital advertising.

The concessionaire will be responsible for posting adverts on the traditional poster panels, as well as the scheduling of adverts across the digital network. The maintenance and cleaning of the bus shelters is conducted by third parties, but the concessionaire will be responsible for the installation, maintenance and cleaning of the traditional and digital advertising panels on the bus shelters.

Respondents are requested to complete a Market Sounding Questionnaire (MSQ) which can be obtained from: [Phil.Roddy@tube.tfl.gov.uk](mailto:Phil.Roddy@tube.tfl.gov.uk)

The MSQ must be returned by 26th May 2023.

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

1 August 2023

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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: No