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Tender

## **GLA81467 - Collaborative Media Planning & Buying**

Transport for London  
Greater London Authority  
Metropolitan Police Service  
Counter Terrorism Policing  
The Mayor's Office for Policing and Crime  
London Fire Brigade  
London Legacy Development Corporation  
Old Oak and Park Royal Development Corporation  
London and Partners

F02: Contract notice

Notice identifier: 2021/S 000-013656

Procurement identifier (OCID): ocids-h6vhtk-02bccb

Published 16 June 2021, 4:23pm

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

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

Transport for London

5 Endeavour Square

London

E20 1JN

#### **Contact**

Miss Eleanor Copland

#### **Email**

[ELEANORCOPLAND@TFL.GOV.UK](mailto:ELEANORCOPLAND@TFL.GOV.UK)

**Telephone**

+44 7772902872

**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.1) Name and addresses**

Greater London Authority

City Hall, More London Riverside

London

SE1 2AA

**Email**

[JESSICA.HOLLAND@LONDON.GOV.UK](mailto:JESSICA.HOLLAND@LONDON.GOV.UK)

**Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.london.gov.uk/>

**I.1) Name and addresses**

Metropolitan Police Service

Kilburn Police Station

London

NW6 6LT

**Email**

[DEBBY.EBANKS@MET.POLICE.UK](mailto:DEBBY.EBANKS@MET.POLICE.UK)

**Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.met.police.uk/>

**I.1) Name and addresses**

Counter Terrorism Policing

Kilburn Police Station

London

NW6 6LT

**Email**

[SUZANNE.COLMER.NCTPHQ@MET.POLICE.UK](mailto:SUZANNE.COLMER.NCTPHQ@MET.POLICE.UK)

**Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.counterterrorism.police.uk/>

**I.1) Name and addresses**

The Mayor's Office for Policing and Crime

City Hall, More London Riverside

London

SE12AA

**Email**

[PAULROWAN@MOPAC.LONDON.GOV.UK](mailto:PAULROWAN@MOPAC.LONDON.GOV.UK)

**Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.london.gov.uk/what-we-do/mayors-office-policing-and-crime-mopac>

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

London Fire Brigade

169 Union Street

London

SE1 0LL

#### **Email**

[LOUIS.BLAKE@LONDON-FIRE.GOV.UK](mailto:LOUIS.BLAKE@LONDON-FIRE.GOV.UK)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

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

Main address

<https://www.london-fire.gov.uk/>

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

London Legacy Development Corporation

1 Stratford Place, Montfichet Road

London

E20 1EJ

#### **Email**

[LAURAPARKER@LONDONDLEGACY.CO.UK](mailto:LAURAPARKER@LONDONDLEGACY.CO.UK)

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.queenelizabetholympicpark.co.uk/planning-authority>

**I.1) Name and addresses**

Old Oak and Park Royal Development Corporation

City Hall, More London Riverside

London

SE1 2AA

**Email**

[FIONA.MARSH@OPDC.LONDON.GOV.UK](mailto:FIONA.MARSH@OPDC.LONDON.GOV.UK)

**Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.london.gov.uk/about-us/organisations-we-work/old-oak-and-park-royal-development-corporation-opdc>

**I.1) Name and addresses**

London and Partners

169 Union Street

London

SE1 9LL

**Email**

[RWANGEN-JONES@LONDONANDPARTNERS.COM](mailto:RWANGEN-JONES@LONDONANDPARTNERS.COM)

**Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.londonandpartners.com/>

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

The contract involves joint procurement

The contract is awarded by a central purchasing body

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.procontract.due-north.com>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.procontract.due-north.com>

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

Body governed by public law

**I.5) Main activity**

General public services

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## **Section II: Object**

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

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

GLA81467 - Collaborative Media Planning & Buying

Reference number

DN548175

#### **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 conducting this procurement on behalf of the GLA Group Constituent Bodies and other Authorities listed below:

- Transport for London (TfL)
- Metropolitan Police Service (MPS)/ Counter Terrorism Policing (CTP)
- Greater London Authority (GLA)
- London Fire Brigade (LFB)
- London Legacy Development Corporation (LLDC)
- Mayor’s Office for Policing and Crime (MOPAC)
- Old Oak and Park Royal Development Corporation (OPDC)
- London and Partners (L&P)

The Authorities require a Framework Agreement to be put in place for a Media Agency partner. The Agency will plan media strategies and buy media space for marketing purposes, public consultations as well as recruitment campaigns. TfL is conducting the tender process to put in place a Framework Agreement for a duration of two (2) years with

an option to extend for up to a further two (2) years through the use of two (2) one (1) year extensions, i.e., a maximum of 2+1+1 years.

The spend against this Framework Agreement is expected to range between £62,000,000 - £81,000,000 across the four year duration. There is no guaranteed minimum spend.

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

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UK - United Kingdom

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

This requirement seeks a best-in-class Media Agency that will deliver media neutral integrated behaviour change and recruitment marketing communications, strategic planning and implementation. This includes the ability to deliver paid for media partnerships and associated content development and delivery and consultations.

Media planning and buying requirements across the Authorities are:

- Media strategic thinking and planning
- Media buying
- Planning of other free or owned media that TfL or GLA family may access over time.
- Working in collaboration with the through the line creative agency and the roster of creative agencies or in-house creative teams to deliver integrated strategic planning and media neutral communications.
- Inputting to the development of an agreed set of metrics for all activity, reviewing progress against them and providing recommendations on how to optimise activity to meet the KPIs.
- Optimising client investment in the digital arena and the implications for any client databases and websites
- Budget setting as part of the integrated communications planning process to reflect the

planning and brand priorities for each fiscal year and beyond

- Creating mobilisation plans in preparation to respond urgently to high priority / high profile briefs following an unexpected event
- Keeping the client teams up to date on key market and industry developments
- Clash management
- Digital frequency management
- Brand safety- regularly reviewing the requirements and ensuring brand safety guidelines are adhered to
- Measuring and reporting on Ad Viewability
- Ensuring any content created through partnerships meets the GLA family's standards for accessibility.
- Reporting on on-going campaign performance including media related metrics, PCAs, identifying learnings and recommendations for current and future activity.
- Investigating and maximising opportunities for brand surveys by media partners at low cost or added value as part of a media buy.
- Research and evaluation of activity including public sector polling, and econometric modelling.
- Emergency processes – the ability to pause all communications based on agreed criteria and timelines.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Authority will have the option to extend the Framework Agreement for up to a further two (2) years through the use of two (2) one (1) year extensions, i.e., a maximum of 2+1+1 years.

### **II.2.9) Information about the limits on the number of candidates to be invited**

Maximum number: 5

Objective criteria for choosing the limited number of candidates:

The five (5) highest scoring compliant tenders following Stage 1 - Supplier Selection Questionnaire (SQ) will be shortlisted and invited to Stage 2 - Invitation to Tender (ITT).

The three (3) highest scoring compliant tenders following Stage 2 - Invitation to Tender (ITT) will be shortlisted and invited to Stage 3 - Pitch Presentations.

Detailed criteria used to determine shortlisted bidders will be outlined within the tender documents.

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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

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## **Section IV. Procedure**

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

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

Restricted procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

In the case of framework agreements, provide justification for any duration exceeding 4 years:

#### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

22 July 2021

Local time

2:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

21 June 2021

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

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

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

Transport for London

5 Endeavour Square

London

E20 1JN

Email

[ELEANORCOPLAND@TFL.GOV.UK](mailto:ELEANORCOPLAND@TFL.GOV.UK)

Country

United Kingdom