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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): ocds-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

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

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

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

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

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

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

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

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

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

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

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

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

Country

United Kingdom