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Tender

Through the Line Creative

Transport for London

F02: Contract notice

Notice identifier: 2024/S 000-014329

Procurement identifier (OCID): ocds-h6vhtk-04572b

Published 3 May 2024, 11:54am

Section I: Contracting authority

I.1) Name and addresses

Transport for London

5 ENDEAVOUR SQUARE

LONDON

E201JN

Contact

Neil Mckenzie

Email

NeilMckenzie@tfl.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Companies House

Transport for London

Internet address(es)

Main address

<https://tfl.gov.uk>

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

<https://service.ariba.com/Supplier.aw>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://service.ariba.com/Supplier.aw>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Public Transport

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Through the Line Creative

Reference number

TFL-96814

II.1.2) Main CPV code

- 60000000 - Transport services (excl. Waste transport)

II.1.3) Type of contract

Services

II.1.4) Short description

This is a Call for Competition under PCR (2015) on behalf of Transport for London inviting candidates to enter the prequalification phase for Through the Line Creative services.

Expressions of interest are invited by completion of a Supplier Selection Questionnaire (SSQ), which is found at the SAP ARIBA address above.

Transport for London (TfL) wishes to appoint a best-in-class creative and production, advertising and marketing agency to deliver integrated reputation building, revenue generation and behaviour change campaigns.

Working in partnership with the Creative Agency will enable TfL to deliver effective marketing campaigns in support of TfL's business objectives. The Service Provider must be capable of long-term strategic thinking for the TfL brand across the full portfolio, as well as for individual integrated campaign briefs.

Our marketing and behaviour change programmes are aligned to the Mayor's Transport Strategy, TfL's business plan and the Customer Strategy. The current priorities (which are subject to change once the new Mayor's Transport Strategy is issued) include campaigns to:

- Encourage more use of public transport and more walking and cycling.
- Encourage drivers to drive more safely.

- Encourage safer behaviour and reduce antisocial behaviour on public transport.
- Maximise engagement and behaviour change around road user charging with road users.
- Help manage TfL's reputation and its drivers, particularly care, trust and momentum.
- Reach all of London's diverse communities, particularly those from Black and Asian minority heritage and those with a disability.

The services are required to commence from 1st June 2025.

The Creative Agency Framework will allow TfL and the London Legacy Development Corporation (LLDC) to utilise an agency for any marketing and behaviour change projects. These projects play an important role providing information to customers around multiple TfL initiatives and services.

Key objective:

A framework is required to enable TfL to plan and deliver effective marketing campaigns in support of business objectives, specifically, to provide through-the-line strategic thinking, off-line below-the-line planning and buying, print management and development and production of creative work.

To be able to participate in the tender, suppliers must be registered on TfL's SAP Ariba system. Details are provided in this notice.

II.1.5) Estimated total value

Value excluding VAT: £50,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 60000000 - Transport services (excl. Waste transport)

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

TfL is seeking a Creative Agency to support its marketing and behaviour change projects.

TfL requires a contract to be put in place for 1st June 2025.

TfL is conducting a competitive tender for this Contract for a duration of two (2) years from the Contract Commencement Date with the option, at the Authority's Sole Discretion, to

extend for further periods up to a maximum of three (3) years.

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

This contract will be re-tendered prior to contract expiry.

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

Envisaged minimum number: 5

Maximum number: 15

Objective criteria for choosing the limited number of candidates:

Bidders who pass the SSQ stage will invited to ITT stage.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

Extension for up to 36 months.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

To be able to participate in the tender, suppliers must be registered on TfL's SAP Ariba system.

To express an interest for this contract, interested bidders must BOTH confirm by email to neilmckenzie@tfl.gov.uk to express their interest in the opportunity AND complete Ariba registration, if required. Upon completion of registration and confirmation that the bidder has been invited to the Sourcing Event in Ariba, the interested bidder will have unrestricted and full access to the procurement documents, free of charge through their dashboard when they login to Ariba at <https://service.ariba.com/Supplier.aw>.

Any additional information can be obtained from the above mentioned email address.
Economic operators need to complete

and submit a response to the relevant procurement documents by the deadline date set out in these documents.

To register or to check if you are already registered in Ariba log on to <https://service.ariba.com/Supplier.aw>. Interested participants must read the instructions carefully before proceeding with registration and are advised to satisfy themselves that they understand all the requirements of this opportunity and the procurement exercise before submitting their response. For help on uploading your responses, please refer to https://support.ariba.com/Adapt/Ariba_Network_Supplier_Training. If the problem persists please contact Ariba_Supplier_Enablement@tfl.gov.uk.

Please note, even if you are already a registered supplier on SAP Ariba you must without any delay confirm to the Procurement Lead neilmckenzie@tfl.gov.uk your intention to participate in

this opportunity and your details as follows, so that the Procurement Lead can manually add vital details to the Sourcing Event on SAP Ariba.

You must provide:

- your single point of contact first name and surname
- your email address
- your position in the organisation
- your organisation name

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Competitive procedure with negotiation

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

10 May 2024

Local time

12:00pm

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

3 June 2024

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 12 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.3) Additional information

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- your position in the organisation
- your organisation name

VI.4) Procedures for review

VI.4.1) Review body

Transport for London

London

Country

United Kingdom