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Contract

## **Marketing Activities**

Transport for London

F03: Contract award notice

Notice identifier: 2026/S 000-015166

Procurement identifier (OCID): ocds-h6vhtk-0657fa

Published 19 February 2026, 11:47am

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

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

Transport for London

5 Endeavour Square

London

E201JN

#### **Contact**

Mark Flegg

#### **Email**

[markflegg@tfl.gov.uk](mailto:markflegg@tfl.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKI41 - Hackney and Newham

**Companies House**

06745516

**Internet address(es)**

Main address

<https://www.tfl.gov.uk/info-for/suppliers-and-contractors/>

**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**

Marketing Activities

Reference number

TfL 96808

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

- 79342000 - Marketing services

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

Services

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

Provide full creative services, including but not limited to, strategic campaign direction, design, multimedia output, event and experiential, print and installation as required. This will work closely with Places for London

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £1 / Highest offer: £833,250 taken into consideration

### **II.2) Description**

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

NUTS codes

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)

- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

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

Places for London (Places), needs the support of external creative agencies to assist them with meeting the BU annual turnover figure of £89m, which provides significant income into TfL and is set to grow considerably over the coming years. Whilst the needs of Places are similar to TfL, they differ mainly in the target audience, with their main target audiences being business to business (B2B). This along with a property derived backdrop, the supply bases are of a similar nature but differ slightly.

Places requirements include the manufacturing of large print format campaign artwork, as well as technical aspects including survey sites, create artwork schematics and safely install artwork within both operational and non-operational settings.

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

Cost criterion - Name: Financial / Weighting: 40

Cost criterion - Name: Technical / Weighting: 60

#### **II.2.11) Information about options**

Options: Yes

Description of options

This is a two year contract with the option to extend plus 1, plus 1

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## **Section IV. Procedure**

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

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

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Call off from CCS RM6124 DPS - Under PCR2015.

Categories were filtered by selection available on the CCS.

All suppliers were sent an early market engagement to complete and would allow us to register them to SAP Ariba.

An expression of interest, was then sent out to all suppliers a further two times to allow us to register them to SAP Ariba

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section V. Award of contract**

### **Contract No**

CW86405 - TfL96808

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

16 February 2026

#### **V.2.2) Information about tenders**

Number of tenders received: 2

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

**V.2.3) Name and address of the contractor**

Definition Group

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

14192023

The contractor is an SME

No

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

Lowest offer: £1 / Highest offer: £833,250 taken into consideration

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

Transport for London

London

Country

United Kingdom

