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Contract

Retail Specific Campaigns, Vinyl's and Hoardings

Transport for London

F03: Contract award notice

Notice identifier: 2026/S 000-015198

Procurement identifier (OCID): ocds-h6vhtk-065811

Published 19 February 2026, 12:20pm

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

Country

United Kingdom

Region code

UKI41 - Hackney and Newham

Justification for not providing organisation identifier

Not on any register

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

Retail Specific Campaigns, Vinyl's and Hoardings

Reference number

TfL96808

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

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.

Specify and safely install external facing vinyl's and brand hoardings which deliver the messages and themes identified by the Lot 2 supplier.

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: £583,330 taken into consideration

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKI - London

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.

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

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

Section V. Award of contract

Contract No

CW86407

Lot No

3

Title

Retail Specific Campaigns, Vinyl's and Hoardings

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: 3

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

V.2.3) Name and address of the contractor

Wildwood Creative

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

OC376972

The contractor is an SME

No

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

Lowest offer: £1 / Highest offer: £583,330 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Transport for London

London

Country

United Kingdom