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Tender

## **TfL94587 - Visitor Oyster Card (VOC) Global Marketing and Fulfilment**

Transport for London

F02: Contract notice

Notice identifier: 2021/S 000-017928

Procurement identifier (OCID): ocids-h6vhtk-02cd76

Published 28 July 2021, 1:53pm

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

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

Transport for London

14 Pier Walk

London

SE10 0ES

#### **Contact**

Mr Gary Philips

#### **Email**

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

#### **Telephone**

+44 12345

#### **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.3) Communication**

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

<https://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://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**

TfL94587 - Visitor Oyster Card (VOC) Global Marketing and Fulfilment

Reference number

DN559642

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

- 79340000 - Advertising and marketing services

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

Services

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

The scope of the service will include the global marketing of the Visitor Oyster Card (VOC), construction and management of an online TfL “Visitor Shop” e-commerce site, fulfilment, account management and customer service provisions.

### **II.1.5) Estimated total value**

Value excluding VAT: £1,500,000

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

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 63122000 - Warehousing services

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

NUTS codes

- UK - United Kingdom

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

The scope of the service will include the global marketing of the Visitor Oyster Card (VOC), construction and management of an online TfL “Visitor Shop” e-commerce site, fulfilment, account management and customer service provisions

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

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

### **II.2.6) Estimated value**

Value excluding VAT: £1,500,000

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

Start date

1 November 2021

End date

31 October 2024

This contract is subject to renewal

No

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

Variants will be accepted: No

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

Options: Yes

Description of options

This contract may be extended at the Authority's discretion for up to a further 2 years (1 + 1)

### **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**

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

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

Date

31 August 2021

Local time

12:00pm

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

31 August 2021

Local time

12:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

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

Transport for London

London

Email

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

Country

United Kingdom