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Planning

Media Planning and Buying (ref:82729)

Transport for London

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-020638

Procurement identifier (OCID): ocds-h6vhtk-051169 ([view related notices](#))

Published 12 May 2025, 5:11pm

Scope

Description

Transport for London's (TfL), GLA and GLA Group organisations (known collectively as the participating Contracting Authorities) existing media planning and buying contract expires early 2027. This notice is issued by TfL on behalf of the participating Contracting Authorities to notify the market of the re-procurement which is due to commence later this year. It is envisaged that the tender process will commence in November 2025.

This contract/contracts will be awarded under the Procurement Act 2023.

The total contract value may be up to the sum of £68m. This figure is not final and does not commit TfL or the other participating Contracting Authorities to any spend.

The specification is currently in development, however the anticipated services are described below.

This requirement seeks to secure a media agency/ agencies to perform the media planning and/or buying activities on behalf of the participating Contracting Authorities and the planning of TfL's owned media and any media value they may receive.

The media agency/ agencies is expected to deliver strategic media planning to achieve integrated marketing campaign objectives, as well as media buying to agreed cost and quality criteria. The media agency/ agencies is expected to manage multiple organisations' media planning and/or buying and to integrate where applicable with creative agencies, so that strategic recommendations are joint and activated in an integrated and collaborative manner.

The participating GLA Group organisations may include:

- Transport for London
- Greater London Authority
- London & Partners
- London Legacy Development Corporation
- The Mayor's Office for Policing And Crime (MOPAC)
- London Fire Brigade
- Old Oak & Park Royal Development Corporation

Commercial tool

Establishes a framework

Contract dates (estimated)

- 6 February 2027 to 6 February 2029
- Possible extension to 6 February 2031
- 4 years, 1 day

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKI - London

Engagement

Engagement deadline

26 June 2025

Engagement process description

Engagement description

Transport for London (TfL) is undertaking an early market engagement exercise, on behalf of the GLA and GLA Group organisations (the participating Contracting Authorities) by inviting interested agencies to complete an Expression of Interest (EOI) for the Media Planning and Buying requirement (ref: 82729).

This exercise does not form part of any formal procurement process. All responses will be carefully considered but will not bind TfL to any approach to the procurement, nor will responses be treated as conveying any promise or commitment on the part of the

respondent.

Early Market Engagement process:

- 1) Preliminary engagement notice
- 2) Return: EOI and submit a response to MS forms.

1) Preliminary engagement notice

The preliminary engagement notice (PEN) is to inform the market of TfL's, GLA's and GLA Group organisations upcoming business requirements for the Media, Planning and/or Buying requirement (ref: 82729). Prior to commencing any procurement activities, we wish to better understand the market and agencies' appetite by requesting they register their interest by submitting their EOI and completing the MS forms questionnaire:

<https://forms.office.com/e/NETx4dujK5>

2) Expression of Interest (EOI)

To express an interest for this opportunity, interested bidders must confirm via:

Emeliawilson@tfl.gov.uk by 17:00, 26th June 2025

In your email you must provide:

- Organisation Name
- Company Registration
- Key contact name
- Key contact email address
- Key contact Job Title
- Telephone Number

As well as completing the MS forms questionnaire: <https://forms.office.com/e/NETx4dujK5>

If you have any questions in regards to this opportunity please contact:

Emeliawilson@tfl.gov.uk

TfL reserves the right to conduct further market engagement in the future if required.

Submission

Publication date of tender notice (estimated)

18 November 2025

Contracting authority

Transport for London

- Public Procurement Organisation Number: PHMT-6197-NWNZ

5 Endeavour Square

London

E20 1JN

United Kingdom

Email: emeliawilson@tfl.gov.uk

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - central government