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Pipeline

GLA 82729- Media,Planning and Buying

Transport for London

UK1: Pipeline notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-025575

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

Published 23 May 2025, 9:37am

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Scope

Reference

WS2077918752

Description

This requirement seeks to secure a media agency / agencies to perform the media, planning and buying activities on behalf of TfL, GLA and GLA Group organisations and the planning of TfL's free or owned media.

Commercial tool

Establishes a framework

Total value (estimated)

- £68,000,000 excluding VAT
- £81,600,000 including VAT

Contract dates (estimated)

- 6 February 2027 to 5 February 2029
- Possible extension to 6 February 2031
- 4 years, 1 day

Main category

Services

CPV classifications

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

Submission

Publication date of tender notice (estimated)

18 November 2025

Contracting authority

Transport for London

- Public Procurement Organisation Number: PHMT-6197-NWNZ

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Organisation type: Public authority - central government