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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

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## **Submission**

### **Publication date of tender notice (estimated)**

18 November 2025

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## **Contracting authority**

### **Transport for London**

- Public Procurement Organisation Number: PHMT-6197-NWNZ

5 Endeavour Square

London

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United Kingdom

Contact name: Emelia Wilson

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Region: UKI41 - Hackney and Newham

Organisation type: Public authority - central government