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Future opportunity

TfL 96033 - Brand Licensing and Development

Transport for London

F01: Prior information notice

Prior information only

Notice reference: 2022/S 000-028904

Published: 13 October 2022, 4:56pm

Section I: Contracting authority

I.1) Name and addresses

Transport for London

14 Pier Walk

London

SE10 0ES

Contact

Miss Lavinia Tidy-Jones

Email

laviniatidyjones@tfl.gov.uk

Telephone

+44 1111

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.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Brand Licensing and Development

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

TfL 96033 - Brand Licensing and Development

Reference number

DN615276

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Transport for London (TfL) will announce the launch of the tender for their brand licensing contract at the end of October. This notice intends to alert the market of the upcoming opportunity only.

- Transport for London is looking for companies to bid to become their next Brand Licensing and Development agency
- Recent high profile brand collaborations have included Adidas and Kurt Geiger
- New licensing agency will build on this and further expand how Transport for London's iconic designs are used on branded consumer goods within the UK and Overseas territories

TfL's instantly recognisable map and roundels are known across the world for their simple and effective style with a long heritage dating back to the mid-1800s. The roundel is recognised across the world, seen as a symbol of London and the UK. The Underground map was first created in 1933 and paved the way for cities around the world to create similar maps to help travellers get around. The selected licensing partner will help TfL go further with their plans to bring London's iconic transport provider to the world with exciting brand partnerships and products.

TfL's creative assets also include the colourful moquettes which have decorated seats on

buses and trains for many years, as well as the extensive poster and photo archive dating back to the early 20th century. The archive contains posters advertising travel to sporting events, tourist attractions and the much-loved art deco styles of the 1920s.

The tender will be issued via TfL's e-tendering system - ProContact. Please ensure that you are registered to be able to access tender documentation. Register here:
<https://procontract.due-north.com/Register>

To express interest in this opportunity please email : brandlicensing@tfl.gov.uk

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Transport for London are seeking to appoint an agency to continue the management of its brand licensing programme, which is the commercialisation of TfL's famous and extensive intellectual property portfolio and brand across varied consumer products, including but not limited to:

- Apparel & accessories
- Gift & stationery
- Homewares
- Publishing
- Food & beverage
- Toy & games
- Experiential

This is an opportunity to work with the TfL brand which has strong associations with London

and is often thought of as ‘the London brand’. It is a brand which helped shape, develop and mould modern London into a dynamic and world leading city; a centre of art, fashion and design, a buzzing hub of culture which embraces diversity and creativity. It is these attributes that form our brand values, along with our customer promise ‘Every Journey Matters’.

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

This contract is subject to renewal

Yes

Description of renewals

The Contract will be awarded for an initial duration of 3 years with the option to extend for a further 2 years on a +1+1 basis. (3 years +1 year+ 1 year)

II.3) Estimated date of publication of contract notice

26 October 2022

Section IV. Procedure

IV.1) Description

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

The procurement is covered by the Government Procurement Agreement: Yes