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Tender

TFL 96033 - TfL Brand Licensing & Development

Transport for London

F02: Contract notice

Notice identifier: 2022/S 000-030247

Procurement identifier (OCID): ocds-h6vhtk-037592

Published 26 October 2022, 4:14pm

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

Region 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

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

<https://procontract.due-north.com/Advert/Index?advertId=8e19dba9-7149-ed11-811a-005056b64545>

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/Advert/Index?advertId=8e19dba9-7149-ed11-811a-005056b64545>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

TFL 96033 - TfL Brand Licensing & 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 is seeking Agency's for the provision of Brand Licensing and Development.

This is a service concession contract.

- 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 The London Sock Exchange
- 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.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services
- 79342200 - Promotional services

II.2.3) Place of performance

NUTS codes

- UKI - London

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.2.5) Award criteria

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

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

Duration in months

36

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

The contract initial term is 3 years with the option to extend for a further 2 years on a yearly basis.

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.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-028904](#)

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

Date

5 December 2022

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

5 December 2022

Local time

12:00pm

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

5 Endeavour Square

London

E20 1JN

Country

United Kingdom