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Not applicable

## **TFL 96033 - TfL Brand Licensing & Development**

Transport for London

F14: Notice for changes or additional information

Notice identifier: 2022/S 000-030250

Procurement identifier (OCID): ocds-h6vhtk-037592

Published 26 October 2022, 4:22pm

### **Section I: Contracting authority/entity**

#### **I.1) Name and addresses**

Transport for London

14 Pier Walk

London

SE10 0ES

#### **Contact**

Miss Lavinia Tidy-Jones

#### **Email**

[laviniatidyjones@tfl.gov.uk](mailto:laviniatidyjones@tfl.gov.uk)

#### **Telephone**

+44 1111

#### **Country**

United Kingdom

**Region code**

UKI - London

**Internet address(es)**

Main address

<https://tfl.gov.uk>

Buyer's address

<https://tfl.gov.uk>

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**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 Kurt Geiger 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.

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## Section VI. Complementary information

### VI.6) Original notice reference

Notice number: [2022/S 000-030247](#)

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## Section VII. Changes

### VII.1.2) Text to be corrected in the original notice

Section number

11.1.4

Place of text to be modified

Bulletpoint 2

Instead of

Text

Recent high profile brand collaborations have included Adidas and The London Sock Exchange

Read

Text

Recent high profile brand collaborations have included Kurt Geiger and The London Sock Exchange