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Contract

## **TfL Concessions for Rail (Including London Underground) and Bus Shelters**

Transport for London

F25: Concession award notice

Notice identifier: 2024/S 000-031887

Procurement identifier (OCID): ocds-h6vhtk-040d35

Published 4 October 2024, 12:53pm

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

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

Transport for London

5 ENDEAVOUR SQUARE

LONDON

E201JN

#### **Email**

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

#### **Country**

United Kingdom

#### **Region code**

UKI - London

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

[www.tfl.gov.uk](http://www.tfl.gov.uk)

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

General public services

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

TfL Concessions for Rail (Including London Underground) and Bus Shelters

**II.1.2) Main CPV code**

- 79341000 - Advertising services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

It is not considered that any of the procurement regulations applied to this competition. However, on a voluntary basis, in order to run a transparent, auditable and fair process, TfL has conducted the procurement based on the requirements of the Concession Contracts Regulations 2016 (CCR).

**II.1.6) Information about lots**

This concession is divided into lots: Yes

**II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £3,385,800,000

## **II.2) Description**

### **II.2.1) Title**

Rail (including London Underground) Advertising Concession

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79341000 - Advertising services

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

### **II.2.4) Description of the procurement**

The concession involves the right to sell and display advertising on all Rail stations and rolling stock on the following transport services:

- London Underground
- Elizabeth line
- London Overground
- Docklands Light Railway
- Trams
- Victoria Coach Station

This consists of traditional assets of varying formats from 4 sheets to 96 sheets, as well as a range of digital assets including Digital 6 Sheets, Digital 12 Sheets, Escalator Panels, Escalator Ribbons, large scale Landmarks/Video Walls, and Digital Runways (integrated into platform edge doors).

The concessionaire will be responsible for the posting/scheduling of adverts and the

installation and maintenance of all advertising assets.

### **II.2.5) Award criteria**

Concession is awarded on the basis of the criteria described below:

- Criterion: Financial
- Criterion: Technical
- Criterion: Social Value

### **II.2.7) Duration of the concession**

Duration in months

96

### **II.2.14) Additional information**

The contract will be for 96 months with option (at TfL's discretion) to extend by up to a further 24 months.

For avoidance of doubt, the value stated herein is for the full 10 years (120 months).

The Advertising Commencement Date is 01 April 2025.

## **II.2) Description**

### **II.2.1) Title**

Bus Shelter Advertising Concession

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79341000 - Advertising services

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

**II.2.4) Description of the procurement**

The concession involves the right to sell and display advertising on TfL's bus shelter estate throughout the Greater London area. This consists of more than 4,700 bus shelters carrying 9,500 traditional paper advertising panels and 612 digital panels. The concessionaire will be responsible for posting adverts on the traditional poster panels, as well as the scheduling of adverts across the digital network. The maintenance and cleaning of the bus shelters is conducted by third parties, but the concessionaire will be responsible for the maintenance and cleaning of the traditional panels and the installation, maintenance, and cleaning of the digital advertising panels on the bus shelters.

**II.2.5) Award criteria**

Concession is awarded on the basis of the criteria described below:

- Criterion: Financial
- Criterion: Technical
- Criterion: Social Value

**II.2.7) Duration of the concession**

Duration in months

96

**II.2.14) Additional information**

The contract will be for 96 months with option (at TfL's discretion) to extend by up to a further 24 months.

For avoidance of doubt, the value stated herein is for the full 10 years (120 months).

The Advertising Commencement Date is 01 April 2025.

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Form of procedure**

Award procedure with prior publication of a concession notice

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-030824](#)

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## **Section V. Award of concession**

### **Lot No**

1

### **Title**

Rail (including London Underground) Advertising Concession

A concession/lot is awarded: Yes

### **V.2) Award of concession**

#### **V.2.1) Date of concession award decision**

10 September 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 3

The concession has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the concessionaire**

Global Outdoor Media Limited

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

02866133

The concessionaire is an SME

No

#### **V.2.4) Information on value of concession and main financing terms (excluding VAT)**

Total value of the concession/lot: £2,322,600,000

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### **Section V. Award of concession**

#### **Lot No**

2

#### **Title**

Bus Shelter Advertising Concession

A concession/lot is awarded: Yes

#### **V.2) Award of concession**

##### **V.2.1) Date of concession award decision**

10 September 2024

##### **V.2.2) Information about tenders**

Number of tenders received: 2

The concession has been awarded to a group of economic operators: No

### **V.2.3) Name and address of the concessionaire**

JCDecaux UK Ltd

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

01679670

The concessionaire is an SME

No

### **V.2.4) Information on value of concession and main financing terms (excluding VAT)**

Total value of the concession/lot: £1,063,200,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

The Public Procurement Review Service

London

Country

United Kingdom