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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

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

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 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.

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](#)

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

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The Public Procurement Review Service

London

Country

United Kingdom