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Award

## **TFGM Metrolink On Vehicle Advertising**

Transport for Greater Manchester

F15: Voluntary ex ante transparency notice

Notice identifier: 2024/S 000-040350

Procurement identifier (OCID): ocds-h6vhtk-04c829

Published 13 December 2024, 5:58pm

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

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

Transport for Greater Manchester

2 Piccadilly Place

Manchester

M1 3BG

#### **Contact**

Ms Amy Bates

#### **Email**

[amy.bates@tfgm.com](mailto:amy.bates@tfgm.com)

#### **Telephone**

+44 1612441259

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<http://www.tfgm.com>

Buyer's address

<http://www.tfgm.com>

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

Body governed by public law

**I.5) Main activity**

Other activity

Transport

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## **Section II: Object**

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

#### **II.1.1) Title**

TFGM Metrolink On Vehicle Advertising

Reference number

DN756056

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Services contract relating to Metrolink On-Vehicle advertising concession agreement, due to expire on 31 December 2024. The current incumbent supplier generates revenue by utilising Metrolink vehicles and advertising spaces for advertising, then shares this revenue with TFGM.

TfGM is now seeking an additional 18-month provision of these services, and this notice provides transparency around the reasons for this single source requirement, and of TfGM's intention to tender for new service and supply contract in 2025. The contract can be terminated following 12 months on 1 months' notice to provide TfGM flexibility for the start date of the proceeding contract in 2026.

The decision to contract with Global Outdoor is based on the need to maintain continuity of service provision until a full review has been completed prior to launch of a procurement exercise to award a long-term contract. TfGM anticipates this will be advertised in early 2025 once the full scope of the services and supplies has been determined and route to market agreed.

TFGM have considered that a change in contractor at this stage would cause significant disruption to the procurement process and may end up costing more

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

Value excluding VAT: £1,400,000

## **II.2) Description**

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

NUTS codes

- UKD3 - Greater Manchester

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

The services to be provided under the proposed contract will include the Metrolink advertising as well as access to advertising apparatus for exclusive advertising rights across Greater Manchester for a period of 18 months.

During this period the procurement of a new services contract may be progressed and transitional arrangements to migrate to the new service may be executed.

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

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

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

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

The proposed contract extension incorporates on-vehicle Metrolink advertising. The current supplier generates revenue from Metrolink on-vehicle advertising (and which is shared with TfGM).

It has been concluded that a change in contractor at this stage would cause significant disruption to the procurement process and may end up costing more.

The proposed extension allows for ongoing service provision from the incumbent supplier until a full review has been completed prior to launch of a procurement exercise. This would significantly facilitate the award of (a) more comprehensive and wider reaching long-term contract(s) regarding the provision of advertising services and marketing across Greater Manchester. TfGM anticipates [this or these contracts] will be advertised in early 2025 once the full scope of the services and supplies has been determined and route to market agreed

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

The procurement is covered by the Government Procurement Agreement: Yes

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

A contract/lot is awarded: Yes

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

#### **V.2.1) Date of conclusion of the contract**

12 December 2024

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

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

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

Global Outdoor Media

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor/concessionaire is an SME

No

#### **V.2.4) Information on value of contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession: £1,400,000

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## **Section VI. Complementary information**

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

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

Transport For Greater Manchester

Greater Manchester

Country

United Kingdom