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Tender

Media Planning and Buying (ref:82729)

Transport for London

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-067216

Procurement identifier (OCID): ocds-h6vhtk-051169 ([view related notices](#))

Published 21 October 2025, 4:08pm

Scope

Description

Transport for London's (TfL), GLA and GLA Group organisations (known collectively as the participating Contracting Authorities) existing media planning and buying contract expires early 2027.

This notice commences the formal procurement process, starting with the Procurement specific questionnaire (PSQ). Please note that we are seeking an agency to deliver both media planning and buying services.

This contract will be awarded under the Procurement Act 2023.

The participating GLA Group organisations may include:

- Transport for London
- Greater London Authority
- London & Partners
- London Legacy Development Corporation

- The Mayor's Office for Policing And Crime (MOPAC)
- London Fire Brigade
- Old Oak & Park Royal Development Corporation

Agencies wishing to take part in the process and submit a response should contact emeliawilson@tfl.gov.uk and ensure they are registered on the SAP Ariba e-tendering platform.

Registration is required to receive an invitation to the procurement event and access to the Procurement Specific Questionnaire (PSQ) documentation.

Agencies intending to submit a response are requested to do so by the deadline of 10:00 AM on 18th November 2025.

SAP Ariba supplier registration link: [https://s1-](https://s1-eu.ariba.com/Sourcing/Main/ad/selfRegistration?realm=TfL)

[eu.ariba.com/Sourcing/Main/ad/selfRegistration?real](https://s1-eu.ariba.com/Sourcing/Main/ad/selfRegistration?realm=TfL) m=TfL

Commercial tool

Establishes a framework

Total value (estimated)

- £41,830,100 excluding VAT
- £50,196,120 including VAT

Above the relevant threshold

Contract dates (estimated)

- 7 February 2027 to 7 February 2030
- Possible extension to 7 February 2031

- 4 years, 1 day

Description of possible extension:

Optional plus 1 (year) extension period.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKI - London

Framework

Maximum number of suppliers

1

Maximum percentage fee charged to suppliers

0%

Framework operation description

This single supplier framework is for the provision of a media planning and buying partner to allow TfL, GLA and GLA Group Organisations to plan the media strategies and buy media space for marketing purposes and public consultations. The agency will also be responsible for the planning of TfL's owned media and any media value they may receive.

Award method when using the framework

Without competition

Contracting authorities that may use the framework

- Transport for London (TfL)
- Greater London Authority (GLA)
- London and Partners (L&P)
- London Fire Brigade (LFB)
- London Legacy Development Corporation (LLDC)
- Mayor's Office for Policing and Crime (MOPAC)
- Old Oak and Park Royal Development Corporation (OPDC)

Contracting authority location restrictions

- UKI - London

Submission

Submission type

Requests to participate

Deadline for requests to participate

18 November 2025, 10:00am

Submission address and any special instructions

PSQ responses must be submitted via SAP Ariba: by the deadline of 10 am on 18th November.

If you have any questions about the process please contact: emeliawilson@tfl.gov.uk

SAP Ariba Supplier Registration: <https://s1-eu.ariba.com/Sourcing/Main/ad/selfRegistration?real m=TfL>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

12 October 2026

Recurring procurement

Publication date of next tender notice (estimated): 7 January 2030

Award criteria

Name	Type
N/A	Quality

Weighting description

This stage of the procurement process comprises the PSQ (Stage 1). The following criteria are expected to be defined at the tender stage

Technical (incl Social Value) - 30%

Pitch - 30%

Financial 40%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

This notice is issued in accordance with the Procurement Act 2023 to formally announce the initiation of the procurement process. The first stage is now in progress.

Agencies who wish to take part in the process and submit a response should contact emeliawilson@tfl.gov.uk and ensure they are registered on the SAP Ariba e-tendering platform.

Registration is required to receive an invitation to the procurement event and access to the Procurement Specific Questionnaire (PSQ) documentation.

Agencies intending to submit a response are requested to do so by the deadline of 10:00 AM on 18th November 2025.

The procurement process outlined below is proposed in line with the requirements of the Procurement Act 2023 under the Competitive Flexible Procedure:

Stage 1 : Procurement Specific Questionnaire (PSQ)

The Procurement Specific Questionnaire which contains conditions of participation will allow TfL and the GLA Groups to down select the number of participants invited to the Invitation to tender (ITT) stage.

Stage 2: ITT (shortlisting)

The invitation to tender (ITT) will be issued via our e-tendering portal SAP Ariba and will assess the agencies capabilities in the following areas: Technical ability (Pass / fail and Scored questions), Social Value and Commercial.

Stage 3: Pitch stage

The top performing agencies from the ITT are invited to pitch this will be contingent upon meeting a defined threshold

Negotiation/ BAFO.

Contracting authority

Transport for London

- Public Procurement Organisation Number: PHMT-6197-NWNZ

5 Endeavour Square

London

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United Kingdom

Email: emeliawilson@tfl.gov.uk

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - central government