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Tender

Marketing Advertisement & Creative Services Framework

London Legacy Development Corporation

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

Notice identifier: 2025/S 000-076670

Procurement identifier (OCID): ocds-h6vhtk-05e7de ([view related notices](#))

Published 24 November 2025, 7:05pm

Scope

Reference

PIP-251016-01

Description

London Legacy Development Corporation (LLDC) is procuring a new Marketing, Advertising & Creative (MAC) Services Framework to deliver high-quality, insight-driven and audience-focused marketing activity across Queen Elizabeth Olympic Park (QEOP) and the wider LLDC estate. The Framework will comprise two lots:

Lot 1 – Strategic Marketing Delivery Partner: providing strategic planning, campaign development, integrated marketing delivery, content strategy, data insight, channel planning and ongoing support for Park-wide programmes, seasonal campaigns and major cultural, sporting and community events.

Lot 2 – Creative, Design & Campaign Services: providing agile, project-based creative outputs including design, visual identity development, campaign artwork, content creation (video, photography, digital assets), copywriting, social content, on-site activations and production support.

The Framework will support the full breadth of LLDC's marketing and communications requirements, including brand development, visitor attraction campaigns, placemaking, cultural programming, community engagement, youth programmes, digital communications, event promotion and strategic stakeholder-facing materials.

The Framework is designed to accommodate both a long-term strategic partner and a diverse pool of creative agencies, ensuring capacity, agility, innovation and best value for publicly funded marketing. Commissions will be issued via call-off contracts based on need, with no guaranteed minimum spend.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Advertising-and-marketing-services./VEG7U6DD4V>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/VEG7U6DD4V>

Commercial tool

Establishes an open framework

A series of frameworks with substantially the same terms. Awarded suppliers are carried over and new suppliers can bid.

Total value (estimated)

- £50,000,000 excluding VAT
- £60,000,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 25 February 2026 to 24 February 2034

- 8 years

Main procurement category

Services

Lot constraints

Maximum number of lots a supplier can bid for: 1

Maximum number of lots a supplier can be awarded: 1

Description of how multiple lots may be awarded:

The MAC Framework consists of two Lots that are directly linked through the evaluation process:

Lot 1 – Strategic Marketing Partner (one supplier only)

Lot 2 – Creative, Design & Campaign Services (multi-supplier)

only one supplier will be appointed to Lot 1 (the highest ranked) . The remaining qualified suppliers will be appointed to Lot 2.

Award Mechanism:

- a) All suppliers submit a full ITT response covering both Lots.
- b) ITT scores are ranked in descending order.
- c) The highest-ranked supplier will be appointed to Lot 1 as the Strategic Marketing Delivery Partner.
- d) All other compliant suppliers (up to 8) who meet the minimum technical thresholds will be appointed to Lot 2.

No supplier will be excluded from Lot 2 unless they fail mandatory criteria or minimum quality thresholds (up to 60%). If we do have larger number, we will only accept the top 8.

This Framework will operate as an Open Framework in accordance with the Procurement Act 2023, which strengthens performance management, supports SME market access, and ensures competitive and healthy tension throughout the eight-year term.

Re-opening cycles:

- a) At Year 3 and Year 6, LLDC will re-open the Framework to allow new suppliers to enter Lot 2.
- b) At each re-opening point, LLDC will review the performance of the Lot 1 Strategic Partner.
- c) If the Lot 1 Partner has not met KPIs or contractual performance standards, LLDC may move them to Lot 2.
- d) A competitive call-off process between Lot 2 suppliers (existing) will then determine the new Lot 1 Partner.

Not the same for all lots

CPV classifications and contract locations are shown in Lot sections, because they are not the same for all lots.

Lot 1. Lot 1 - Strategic Marketing Delivery Partner

Description

The appointed Partner will act as LLDC's strategic lead agency, providing services across marketing and campaign ideation, planning, delivery and evaluation. direction and integrated planning required to guide future marketing and communications activity.

Typical deliverables may include but are not limited to campaign concept ideation, media

planning and buying, creative delivery, day to day management of paid advertising, account management and regular campaign performance reporting.

Lot value (estimated)

- £15,000,000 excluding VAT
- £18,000,000 including VAT

Framework lot values may be shared with other lots

CPV classifications

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79342000 - Marketing services
- 79342100 - Direct marketing services

Contract locations

- UKI4 - Inner London - East

Same for all lots

Contract dates are shown in the Scope section, because they are the same for all lots.

Lot 2. Lot 2 - Creative, Design and Campaign Services

Description

Suppliers appointed to this lot will deliver creative execution and campaign production across a range of formats and channels. This may include design, art working, content

creation, copywriting, photography, videography, digital assets, paid social creative, print-ready artwork, and campaign delivery materials. Teams must be flexible, multi-disciplinary, and able to respond to fast-turnaround requests as well as larger, structured campaign briefs. Suppliers should be able to incorporate inclusive design principles and support LLDC's engagement ambitions through accessible, diverse, and community-aware creative outputs.

Lot value (estimated)

- £35,000,000 excluding VAT
- £42,000,000 including VAT

Framework lot values may be shared with other lots

CPV classifications

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services

Contract locations

- UKI - London
- UKI4 - Inner London - East
- UKI3 - Inner London - West

Same for all lots

Contract dates are shown in the Scope section, because they are the same for all lots.

Framework

Open framework scheme end date (estimated)

31 March 2034

Maximum number of suppliers

8

Maximum percentage fee charged to suppliers

0%

Further information about fees

N/A

Framework operation description

The MAC Framework will operate as a multi-supplier, multi-lot arrangement with call-off contracts issued as required by LLDC and participating GLA Group bodies. Prices will be determined through the Framework Pricing Schedule, which establishes:

- a) fixed day rates for core roles across both Lots,
- b) capped third-party and subcontractor mark-ups (maximum 12.5%),
- c) transparent cost build-up for production, content creation and specialist support, and
- d) a requirement for suppliers to provide itemised quotations for each call-off based on the agreed framework rates.

Selection for call-off contracts will depend on value, complexity and urgency:

- a) Up to £75,000: awarded via taxi-ranking (Lot 2), offered to the next-ranked supplier in order. GLA Group may be using the TFL Procurement approach which is compliant direct award up to £75k, up to 9 months.
- b) £75,000 – £150,000: call-offs may be business-led with Procurement oversight, using a short mini-competition or structured quotation process. GLA/OPDC will be using TFL Procurement as per their Procurement Code
- c) Above £150,000: call-offs will be LLDC Procurement-led (unless agreed differently between LLDC and the contracting authority), using a formal further-competition process with defined evaluation criteria, clear scoring methodology and an appropriate tender period.

Award method when using the framework

Either with or without competition

Contracting authorities that may use the framework

Establishing party only

Participation

Legal and financial capacity conditions of participation

Lot 1. Lot 1 - Strategic Marketing Delivery Partner

Standard Financial Standings - please see SSQ tender documents,

Particular suitability

Lot 1. Lot 1 - Strategic Marketing Delivery Partner

Lot 2. Lot 2 - Creative, Design and Campaign Services

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

10 December 2025, 1:00pm

Submission type

Tenders

Deadline for requests to participate

19 December 2025, 1:00pm

Submission address and any special instructions

<https://www.delta-esourcing.com/respond/VEG7U6DD4V>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

12 February 2026

Award criteria

Lot 1. Lot 1 - Strategic Marketing Delivery Partner

Name	Type	Weighting
Pitch Presentation	Quality	60%
Rates	Cost	30%
Written Submission	Quality	10%

Lot 2. Lot 2 - Creative, Design and Campaign Services

Name	Type	Weighting
Pitch Presentation	Quality	60%
Rate Card	Price	30%
Written Submission	Quality	10%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

Structure of the Procurement

The procurement will run as a two-stage Flexible Procedure. At Stage 1, suppliers will submit a completed Selection Questionnaire (SQ) together with their ITT technical and pricing responses. This ensures that shortlisted suppliers can progress efficiently to Stage 2 without extended downtime between stages.

Submission Requirements

Suppliers must submit: their full SQ response; and their ITT materials (written responses, rate cards, and initial pitch presentation).

Shortlisting and Next Steps

Following evaluation of the SQ, the top 8 (maybe 9th and 10th, if they score above 60% on the SSQ stage and up to authority's discretion), scoring suppliers will progress to Stage 2. These shortlisted suppliers will be granted a 10-day refresh period to update and refine their ITT materials before participating in the Stage 2 Pitch Presentations. Updated documents may include revised pitch decks, creative concepts, narrative responses, and rate cards.

Contracting authority

London Legacy Development Corporation

- Public Procurement Organisation Number: PRCL-4221-CWJR

05 Endeavour Square, Level 09

London

E20 1JN

United Kingdom

Contact name: Fotis Bountalis

Telephone: 070000000

Email: Procurement@londonlegacy.co.uk

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government