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Opportunity

TfL Advertising Concessions for Rail (including London Underground) and Bus Shelters

Transport for London

F24: Concession notice

Notice reference: 2023/S 000-030824

Published: 18 October 2023, 5:19pm

Section I: Contracting authority/entity

I.1) Name and addresses

Transport for London

5 Endeavour Square

London

E20 1JN

Contact

TfL Commercial Department

Email

AdvertisingConcessions@tfl.gov.uk

Country

United Kingdom

NUTS code

UKI - London

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

www.tfl.gov.uk

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

<https://s1-eu.ariba.com/Sourcing/Main/ad/selfRegistration?realm=TfL>

Additional information can be obtained from the above-mentioned address

Applications or, where applicable, tenders must be submitted electronically via

<https://s1-eu.ariba.com/Sourcing/Main/ad/selfRegistration?realm=TfL>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

TfL Advertising Concessions for Rail (including London Underground) and Bus Shelters

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Both of TfL's main revenue generating Out of Home (OOH) advertising concessions - for Rail (including London Underground) and Bus Shelters - expire on 31 March 2025 and new contracts need to be placed in time to provide contractual cover and secure a lucrative revenue stream for TfL.

Both the Rail (including London Underground) and Bus Shelter advertising concessions are to be tendered at the same time. They will be tendered as 1 procurement comprising 2 Lots and resulting in 2 separate contracts:

- Rail advertising concession
- Bus Shelter advertising concession

Lot 1

Transport for London (TfL) is seeking to place an advertising concession with an concessionaire to commence from 1 April 2025 for the Rail to create a long-term revenue generating opportunity, the benefit of which will be shared between the concessionaire and TfL. Parties wishing to submit a tender for this opportunity must register on the SAP Ariba portal, guidance for which is contained in the SQ.

Lot 2

Transport for London (TfL) is seeking to place an advertising concession with a concessionaire to commence from 1 April 2025 on its Bus Shelter estate to create a long-

term revenue generating opportunity, the benefit of which will be shared between the concessionaire and TfL. Parties wishing to submit a tender for this opportunity must register on the SAP Ariba portal, guidance for which is contained in the SQ.

II.1.6) Information about lots

This concession is divided into lots: Yes

Tenders may be submitted for all lots

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Lot 1: Rail (including London Underground) advertising concession and Lot 2: Bus Shelters advertising concession

II.2) Description

II.2.1) Title

Rail (including London Underground) advertising concession

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKI - London

Main site or place of performance

London

II.2.4) Description of the procurement

Lot 1

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 stated in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £1,700,000,000

II.2.7) Duration of the concession

Duration in months

96

II.2.14) Additional information

Contracts under both Lots will be 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).

II.2) Description

II.2.1) Title

Bus Shelter advertising concession

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKI - London

Main site or place of performance

London

II.2.4) Description of the procurement

Lot 2

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 stated in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £800,000,000

II.2.7) Duration of the concession

Duration in months

96

II.2.14) Additional information

Contracts under both Lots will be 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).

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions, indication of information and documentation required

Concessions for both contracts will be awarded on the basis of the criteria stated in the following procurement documents, which shall be issued subsequent to this Concessions Notice:

- Selection Questionnaire (SQ)
- Invitation to Tender (ITT)

For both of the above-mentioned documents, comprehensive guidance will be provided on the approach and methodology to be adopted for evaluation and award.

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the concession

III.2.1) Information about a particular profession

Execution of the service is reserved to a particular profession

Reference to the relevant law, regulation or administrative provision

Execution of the service is reserved for a media partner or partners in accordance with the information contained herein and, more comprehensively, in the subsequent procurement documents.

III.2.2) Concession performance conditions

TfL wishes to appoint a media partner or partners to work with TfL to exploit Advertising Opportunities on its Bus Shelter and Rail Estates under licence. TfL expects its media partner to actively seek significantly improved revenues from the exploitation of Advertising Opportunities on the Estate over the term of its appointment.

Performance of the concessionaire(s) shall be managed in accordance with the requirements, as stated in TfL's ITT, as referred to herein.

Section IV. Procedure

IV.2) Administrative information

IV.2.2) Time limit for submission of applications or receipt of tenders

Date

18 November 2023

Local time

5:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

Financial Aspects

The concessionaire will pay TfL a share of the gross revenue. (No minimum annual guarantee is expected).

Capital Expenditure (CAPEX) will be funded by TfL and expected that the concessionaire(s) will repay the investment from revenue over 5 years on a straight-line basis, at an expected interest rate of 6.29%.

Guidance for Participation

The Selection Questionnaire (SQ) will be live via the e-procurement platform, SAP Ariba. In order to receive access to the tender (SQ and ITT documentation), you must be registered on the SAP Ariba platform via the address indicated:

<https://s1-eu.ariba.com/Sourcing/Main/ad/selfRegistration?realm=TfL>

Please note that the password should contain a capital letter, a number and also a special character. If already an account holder on SAP Ariba, the Respondent will log in using its log in details. The Respondent will also need to confirm its email address and confirm in SAP Ariba what type of goods/services they supply.

Once registered, please email AdvertisingConcessions@tfl.gov.uk to complete the registration process and gain access to the procurement documentation. The email should contain the Respondent's Business Network ID and the Respondent's company name, username, and administrator email with which the Respondent used to register on SAP Ariba.

Please note, you will not be able to access the procurement documentation unless your registration is complete. This should be completed as soon as possible to avoid delays.

Once on the procurement's main home page on SAP Ariba, Respondents must click the 'Intend to Participate' icon at the top of the page between 'Download Content' and 'Decline to Participate' in order to fully register against the contract opportunity.

Any questions or issues please contact AdvertisingConcessions@tfl.gov.uk

VI.4) Procedures for review

VI.4.1) Review body

The Public Procurement Review Service

London

Country

United Kingdom