

Traffic Order Advertising

Market Sounding Questionnaire (MSQ)

June 2024

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# INTRODUCTION

## Requirement Overview

This Market Sounding Questionnaire (MSQ) is issued by Transport for London (TfL) and seeks to obtain market feedback to inform TfL’s approach regarding complying with statutory requirements to advertise Traffic Order Notices in local papers, published within the vicinity of the work. The main aims of this MSQ is to better understand market/supplier appetite, capacity and capability, as well as perceived risks and opportunities.

Transport for London is part of the Greater London Authority Group, led by the Mayor of London. TfL is the integrated transport authority, responsible for delivering the Mayor’s aims for transport.

TfL manages a number of London’s public transport services, including the London Underground, London Buses, the Docklands Light Railway, London Overground, TfL Rail, London Trams, London River Services, London Dial-a-Ride, Victoria Coach Station, Santander Cycles and the Emirates Air Line.

The Network Regulations team owns the Traffic Orders advertising activity. The Local Authorities' Traffic Orders (Procedure) (England and Wales) 1996 [Regulations](https://www.legislation.gov.uk/uksi/1996/2489/contents/made) require all traffic authorities to publish notice of the details of proposed changes to the restrictions on a road in a newspaper circulating in the area to which the order relates. The Transport for London Road Network (TLRN) is unique in that it passes through 32 London Boroughs, which have one or a number of local newspapers in circulation. It also requires traffic authorities to take such other steps as it may consider appropriate to ensure that adequate publicity about the order is given to all persons likely to be affected by its provisions.

## Purpose of the MSQ

As part of this MSQ, TfL is seeking your views on the extent of your capabilities and appetite in relation to traffic order advertising.

The feedback from this MSQ will inform decisions relating to the procurement of traffic order advertising.

This exercise does not form part of any formal procurement process. All responses will be carefully considered but will not bind TfL to any particular approach to the procurement, nor will responses be treated as conveying any promise or commitment on the part of the respondent.

## 1.3 Submitting your response

TfL would appreciate your feedback in the form of a response to the following questionnaire, with the specific questions to be answered in the blank tables provided. Should you consider a question is not applicable to your organisation, please state “not applicable” in the tables/boxes provided. All responses will be treated confidentially.

For your feedback to be taken into account, your completed MSQ must be received by **1st July 2024 at 12:00pm.**

## 1.4 Next Steps

After collating and reviewing the responses received, Business services will decide the best way to procure this work based on the responses (Framework or Open Tender)

## 1.5 Key Contact Information

The point of contact for this MSQ is:

**Vikram Gudra**

[**v\_vikramgudra@tfl.gov.uk**](mailto:v_vikramgudra@tfl.gov.uk)

# SUPPLIER DETAILS

Please populate the table below with your details.

|  |  |
| --- | --- |
| **Contact name** |  |
| **Name of organisation** |  |
| **Role in organisation** |  |
| **Company registration number** |  |
| **Phone number** |  |
| **Email address** |  |

# QUESTIONS

1. Are you a media outlet, media agency or a wider group?
2. Would you tender as a single publication (i.e. wanting to place adverts only in your publications) or would you be able to offer a managed service (i.e. you are the sole provider and manage all advertising requirements with the relevant publications)?
3. Would you be interested in being on a framework agreement for this requirement with other suppliers? This would be used on a call off basis as and when required.
4. Which newspapers do you publish in and what regions do these covers within Greater London? If possible, please provide details, by London Borough, of the coverage areas for each newspaper.
5. What are your Lead times after receiving instruction to publish? Please outline in your response the notice period for publication. How much opportunity do we have for urgent requirements and how much is the additional cost on those? Please can you advise on turnaround times for urgent requirements.
6. We are interested in understanding innovation within the market. In addition to the minimum legal requirement to publish the notices in newspapers, do you offer alternative channels for the publishing of the notices (e.g. quick alerts to subscribers, social media etc…)? Are you aware of any recent industry trends?
7. Can you provide details of your company’s agency costs, any potential handling fees and extra costs when publishing through your publication? Can you provide us with the rate cards including cost per single column centimetre (SCC) and whether appropriate any discount for larger advertisements. Please provide any existing rates agreed with Transport for London as well as your standard SCC rates (if they differ).   
     
   Please note: any pricing information provided to TfL as part of this MSQ will be kept confidential and used only for the purpose of this MSQ as outlined within Section 1.2.
8. Are there any key risks/ considerations that you think we should be aware of for the delivery of this requirement? (e.g.: Market change, culture change etc.)

Please provide detail below.

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk** | **Likelihood (out of 5)** | **Impact (out of 5)** | **Mitigation** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

1. In terms of tendering, do you foresee any periods of time where you may be restricted on capacity and unable to partake in a tendering process. Do you have any suggestions on how TfL can make the tendering process more manageable during these periods?
2. Would you be prepared to follow up this market engagement questionnaire with further engagement activity, for example through correspondence or 1-2-1 engagement session?
3. Do you have other comments or recommendations you would like to share?

**- End of Document –**

