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Tender

Vision for Oxford West End

Oxford City Council

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

Notice identifier: 2026/S 000-003036

Procurement identifier (OCID): ocds-h6vhtk-060586

Published 14 January 2026, 11:32am

Scope

Reference

OCC000931

Description

Oxford's West End is one of the most significant city centre regeneration opportunities in the UK. Comparable in scale and ambition to Kings Cross, Cambridge's CB1 and Bristol's Temple Quarter, it has the potential to deliver more than 5.3 million sq ft of commercial space, over 800 new homes, around 2,500 construction jobs, 14,000 direct new jobs and at least £7.8bn in additional GVA for the UK.

The West End Landowners Group is commissioning an updated Vision for the West End. This piece of work is intentionally light-touch, fast and high impact. It is not a masterplan, technical study or design code. It is a strategic narrative and visual representation, that will allow landowners and the Council to articulate:

- a shared ambition for the West End
- a clear sense of place and purpose

- the opportunity the area presents at a local, national and global level
- a visual representation of the district that can be used across communication, engagement, investment and government-facing conversations.

The purpose of this work is to produce a clear, compelling and unified vision for the Oxford West End that:

1. Speaks with one voice on behalf of the landowners and the local authorities.
2. Clearly positions the West End as a major opportunity area within Oxford and the wider UK innovation ecosystem.
3. Establishes the core themes, identity, narrative and ambition that will guide future work, investment and engagement.
4. Sells the vision of the West End to global innovation occupiers and investors.
5. Provides a simple, visual representation that makes the West End easy to understand.

The output will be a Vision Pack that can be shared publicly and used immediately.

Total value (estimated)

- £25,000 excluding VAT
- £30,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 13 February 2026 to 24 April 2026
- 2 months, 12 days

Main procurement category

Services

CPV classifications

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

Contract locations

- UKJ14 - Oxfordshire

Submission

Tender submission deadline

9 February 2026, 9:00am

Submission address and any special instructions

Only tenders submitted via the procurement portal will be accepted: <https://in-tendhost.co.uk/oxfordcc>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

13 February 2026

Award criteria

| Name | Description | Type |
|--------------------|---|-------------|
| Simple description | 30% Price 60% Quality 10% Social Value | Price |

Weighting description

30% Price

60% Quality

10% Social Value

Other information**Conflicts assessment prepared/revised**

Yes

Procedure**Procedure type**

Open procedure

Documents

Associated tender documents

[West End Vision - RFQ - 14 January 2026 NEW.docx](#)

[OCC Back of Purchase Order Terms and Conditions.docx](#)

[OCC Health and Safety Policy for Contractors and Subcontractors.docx](#)

[OCC Anti-Bribery Fraud and Corruption Policy.pdf](#)

Contracting authority

Oxford City Council

- Public Procurement Organisation Number: PJQW-3663-YMYQ

Oxford Town Hall, St Aldates

Oxford

OX1 1BX

United Kingdom

Contact name: Procurement

Email: Procurement@oxford.gov.uk

Website: <https://in-tendhost.co.uk/oxfordcc>

Region: UKJ14 - Oxfordshire

Organisation type: Public authority - sub-central government