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Tender

Cyber, Digital and Technology LGA360 marketing and brand assets

Improvement and Development Agency for Local Government (IDeA)

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

Notice identifier: 2026/S 000-004034

Procurement identifier (OCID): ocds-h6vhtk-0607f6

Published 16 January 2026, 3:56pm

Scope

Reference

LG-04679

Description

Develop a brand concept to position and promote LGA360 sector-led improvement products, and related offerings. Including creating a cohesive visual identity, reusable assets, and adaptable design templates to ensure consistency and scalability across all communication channels.

Total value (estimated)

- £25,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 16 February 2026 to 31 March 2026
- 1 month, 13 days

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Submission

Tender submission deadline

2 February 2026, 12:00pm

Submission address and any special instructions

<https://app.panacea-software.com/LGA-Sourcing/eRFX-Suppliers/Open.aspx?requirementId=213853e9-5019-4acd-91ae-33f5a9e3502b>

Tenders may be submitted electronically

Yes

Award criteria

Name	Type	Weighting
Quality	Quality	70%
Price	Price	30%

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

[16012026 CDT 360 marketing and brand assets - RFQ.docx](#)

Contracting authority

Improvement and Development Agency for Local Government (IDeA)

- Companies House: 03675577

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london

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United Kingdom

Contact name: Ellie Stewart

Email: ellie.stewart@local.gov.uk

Region: UKI32 - Westminster

Organisation type: Public authority - sub-central government