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Award

## **Creative, Design and Microsite Services**

Clarion Housing Group

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-004218

Procurement identifier (OCID): ocds-h6vhtk-060864 ([view related notices](#))

Published 19 January 2026, 10:21am

### **Scope**

### **Reference**

C2991

### **Description**

Marketing agency design services including hosting microsites for the Cocoa Works, Cocoa Gardens and Twyford Park schemes

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## **Contract 1. Creative, Design and Microsite Services**

## **Supplier**

- Identity Limited

## **Contract value**

- £300,000 including VAT

Above the relevant threshold

## **Earliest date the contract will be signed**

23 January 2026

## **Contract dates (estimated)**

- 26 January 2026 to 25 January 2028
- 2 years

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

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## **Participation**

## **Particular suitability**

- Small and medium-sized enterprises (SME)
  - Voluntary, community and social enterprises (VCSE)
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## **Other information**

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Direct award

### **Direct award justification**

Additional or repeat goods, services or works - extension or partial replacement

In line with Schedule 5, Paragraph 7 of the Procurement Act – this Direct Award is compliant on the basis of the Supplier's services being a "replacement of existing services". The original Contract for these services was awarded via competition. Since then, this Contract has expired, hence the required Direct Award to provide continuity of service. A change in Supplier, in this instance, would result in Latimer "receiving services that are different from, or incompatible with, the existing (or previously provided) services". The Supplier currently host and manages the microsites for The Cocoa Works and Cocoa Garden, and Latimer require the same services at Twyford Park. The Supplier serves as Brand Guardian for these key Latimer developments and not awarding this

Contract to them risks disrupting the creative output and web-hosting services supporting Latimer's flagship private-sale developments (at these sites), which constitutes a "difference or incompatibility (which) would result in disproportionate technical difficulties in operation or maintenance".

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## Supplier

### Identity Limited

- Public Procurement Organisation Number: PQHR-1155-DYXT

6th Floor Kings House, 9-10 Haymarket

London

SW1Y 4BP

United Kingdom

Email: [louise@identity-design.co.uk](mailto:louise@identity-design.co.uk)

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Creative, Design and Microsite Services

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## Contracting authority

## **Clarion Housing Group**

- Public Procurement Organisation Number: PQND-5289-JNDN

5th Floor, Greater London House, Hampstead Road

London

NW1 7QX

United Kingdom

Contact name: Ejiro Arthur-Dede

Telephone: 0203 840 0737

Email: [procurement@clarionhg.com](mailto:procurement@clarionhg.com)

Website: <http://www.clarionhg.com>

Region: UKI31 - Camden and City of London

Organisation type: Public authority - sub-central government