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Award

## **Inward Investment**

London Borough of Croydon

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-004610

Procurement identifier (OCID): ocds-h6vhtk-060972

Published 20 January 2026, 9:26am

## **Scope**

## **Description**

The provider will accelerate Croydon's Inward Investment concierge service and implement a structured casework model to understand investor needs and create the right conditions for growth and our borough offer to business. They will support the Council to secure 40 new businesses each year within the Growth Zone (particular focusing on anchor institutions), aligned to the eight Industrial Strategy sectors. The work includes an in-depth, borough-wide review to identify the highest-value advertising sites that will maximise revenue for Croydon Council, a strategic implementation report with recommended partners, and clear advice on the most effective procurement route for future advertising delivery

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## **Contract 1. Inward Investment**

## **Supplier**

- AYER ASSOCIATES LIMITED

## **Contract value**

- £72,800 excluding VAT
- £87,360 including VAT

Below the relevant threshold

## **Award decision date**

12 January 2026

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

20 January 2026

## **Contract dates (estimated)**

- 20 January 2026 to 31 July 2026
- 6 months, 12 days

## **Main procurement category**

Services

## **CPV classifications**

- 79411100 - Business development consultancy services

## **Contract locations**

- UKI62 - Croydon

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## **Procedure**

### **Procedure type**

Below threshold - unknown

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## **Supplier**

### **AYER ASSOCIATES LIMITED**

- Companies House: 04517384
- Public Procurement Organisation Number: PWWQ-1249-TJHM

1st Floor Arthur Stanley House

London

W1T 4RN

United Kingdom

Email: [roger.amos@ayerassociates.co.uk](mailto:roger.amos@ayerassociates.co.uk)

Website: <http://www.ayerassociates.co.uk>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Inward Investment

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## **Contracting authority**

### **London Borough of Croydon**

- Public Procurement Organisation Number: PJTH-3594-VXYL

Bernard Wetherill House, Fell Road

Croydon

CR01EA

United Kingdom

Email: [procurement@croydon.gov.uk](mailto:procurement@croydon.gov.uk)

Region: UKI62 - Croydon

Organisation type: Public authority - sub-central government