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Tender

Creative Agency

Westminster City Council

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

Notice identifier: 2026/S 000-004919

Procurement identifier (OCID): ocds-h6vhtk-05a758 ([view related notices](#))

Published 20 January 2026, 3:10pm

Scope

Reference

P645

Description

Westminster City Council are seeking to appoint a Creative Agency to develop a distinctive and inclusive brand identity for

- 98 private sale units within Building 5 of Phase 2, Ebury Bridge Road, SW1 ("Ebury Phase 2"); and
- 72 private sale units at 291 Harrow Road ("Harrow Road").

The selected Creative Agency(ies) will be responsible for establishing and delivering the brand identity for both developments in collaboration with Westminster City Council (the "Council"), its appointed sub-consultants, sales agents, and associated suppliers.

The procurement shall be conducted under an Open Procedure in accordance with the Procurement Act 2023 (the "Tender Process"). The procurement will comprise two Lots:

- Lot 1: Creative Agency for Ebury Phase 2;
- Lot 2: Creative Agency for 291 Harrow Road.

The contract will span seven years, commencing on 31 January 2026 and concluding on 31 December 2032.

Bidders can participate and can be awarded for both lots. Bidders need to be aware WCC will reserve the right to award both lots to one bidder or WCC can appoint different suppliers for these lots.

Awarding of Lots:

The bidder achieving the MAT for each Lot will be awarded a Contract. A single bidder can submit and win both Lots.

Weighting Breakdown

- Quality – 60% of which 10% will be for Responsible Procurement
- Commercial – 40%

Procurement Timelines (subject to change)

Publish UK4 notice - 21st October 2025

Publish Tender - 21 October 2025

Tender submission return 20th November 2025

Contract live date 31/01/2026

Bidders interested in this opportunity should register their interest on our tendering portal.

Total value (estimated)

- £1,225,000 excluding VAT
- £1,470,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 May 2026 to 31 December 2032
- 6 years, 8 months

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UK - United Kingdom

Lot constraints

Description of how multiple lots may be awarded:

Award is based on MAT and one supplier could achieve MAT on both lots.

Lot 1. Ebury Phase 2

Description

Creative services for Ebury Phase 2

Lot value (estimated)

- £750,000 excluding VAT
- £900,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 2. 291 Harrow Road

Description

Creative services for 291 Harrow Road

Lot value (estimated)

- £475,000 excluding VAT
- £570,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Participation

Legal and financial capacity conditions of participation

Lot 1. Ebury Phase 2

Lot 2. 291 Harrow Road

At least £200,000 per annum (average over the last two years), acceptance of legal agreements (refer to ITT)

Technical ability conditions of participation

Lot 1. Ebury Phase 2

Lot 2. 291 Harrow Road

Experience statements (refer to ITT)

Particular suitability

Lot 1. Ebury Phase 2

Lot 2. 291 Harrow Road

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

6 February 2026, 12:00pm

Tender submission deadline

18 February 2026, 12:00pm

Submission address and any special instructions

<https://wcc.ukp.app.jaggaer.com/go/66539141019BDBB054F9>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

23 March 2026

Award criteria

Name	Description	Type	Weighting
Technical	Technical sub weightings including Responsible Procurement.	Quality	60%
Commercial	Schedule of services	Price	40%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

Westminster City Council

- Public Procurement Organisation Number: PJVD-6261-BPPJ

64 Victoria Street

London

SW1E 6QP

United Kingdom

Email: procurementteammailbox@westminster.gov.uk

Website: <https://www.westminster.gov.uk/>

Region: UKI32 - Westminster

Organisation type: Public authority - sub-central government