

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/005224-2026>

Planning

## **Branding and Intellectual Property Rights Review**

The Mayor and Commonalty and Citizens of the City of London

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-005224

Procurement identifier (OCID): ocds-h6vhtk-060ae1

Published 21 January 2026, 11:53am

This is an old version of this notice. [View the latest version.](#)

### **Scope**

#### **Description**

The City is seeking to undertake a review of its branding and commercial approach, including its Intellectual Property Rights, in order to develop a strategic framework that protects the City, enhances its brand value, and identifies potential opportunities for revenue generation.

The objectives are to:

- Develop clarity and cohesion around the City's brand, recognising the complexities of the organisation (internal and external facing).
- Support brand and reputation management.
- Enhance the value of the City's core brand(s).
- Identify key IP assets.

- Protect against the risk of IP infringement by others.
- Establish clear governance arrangements and process for decision making and management of IP.
- Develop a framework for the potential commercialisation of IP.

#### Scope of the review:

In the first instance, the review will focus on the City's core functions, centred around the Guildhall and Mansion House. The City's Institutions and Charities are out of scope this review; however, consideration should be given to the branding review seeking to provide greater clarity regarding the relationship between the City's brands and those of its Institutions.

#### **Contract dates (estimated)**

- 1 July 2026 to 30 June 2027
- 1 year

#### **Main procurement category**

Services

#### **CPV classifications**

- 79120000 - Patent and copyright consultancy services
- 79121000 - Copyright consultancy services

#### **Contract locations**

- UKI31 - Camden and City of London

---

## **Engagement**

### **Engagement deadline**

3 February 2026

### **Engagement process description**

All interested suppliers are invited to complete the PME questionnaire via the Jaggaer portal. Suppliers may also be invited to participate in a Q&A session to address any additional questions or clarifications arising from the IPR soft market testing.

---

## **Participation**

### **Particular suitability**

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

---

## **Submission**

### **Publication date of tender notice (estimated)**

1 May 2026

---

## Contracting authority

### **The Mayor and Commonalty and Citizens of the City of London**

- Public Procurement Organisation Number: PYQD-1693-MYXR

PO Box 270

City of London

EC2P 2EJ

United Kingdom

Email: [CityProc.Operations@cityoflondon.gov.uk](mailto:CityProc.Operations@cityoflondon.gov.uk)

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

Region: UKI43 - Haringey and Islington

Organisation type: Public authority - sub-central government