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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](#)

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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 at the following link:

<https://cityoflondon.ukp.app.jaggaer.com/go/26165452019BE1CC8299>

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

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

Region: UKI43 - Haringey and Islington

Organisation type: Public authority - sub-central government