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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](#)

Notice identifier: 2026/S 000-006586

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

Published 26 January 2026, 11:57am

### Changes to notice

This notice has been edited. The [previous version](#) is still available.

The preliminary market engagement questionnaire is available at the following link:

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

Suppliers are required to register on the Jaggaer portal in order to view the opportunity. Registration is free of charge. Click on the following link to register on Jaggaer:

[https://cityoflondon.ukp.app.jaggaer.com/esop/toolkit/registration/displayRegistration.si?isOnModification=true&\\_ncp=1769428357782.109697-3](https://cityoflondon.ukp.app.jaggaer.com/esop/toolkit/registration/displayRegistration.si?isOnModification=true&_ncp=1769428357782.109697-3)

## 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

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## **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.

If you are not already registered on Jaggaer, please click the following link. Registration is free of charge:

[https://cityoflondon.ukp.app.jaggaer.com/esop/toolkit/registration/displayRegistration.si?isOnModification=true&\\_ncp=1769428357782.109697-3](https://cityoflondon.ukp.app.jaggaer.com/esop/toolkit/registration/displayRegistration.si?isOnModification=true&_ncp=1769428357782.109697-3)

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## **Participation**

### **Particular suitability**

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

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## **Submission**

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

1 May 2026

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## **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