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Tender

HAR6080 Gateways to Whitechapel Market

Tower Hamlets

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

Notice identifier: 2025/S 000-033920

Procurement identifier (OCID): ocds-h6vhtk-05508a

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Scope

Reference

HAR6080

Description

NLA has partnered with the London Borough of Tower Hamlets to invite architects, landscape architects, designers and artists to propose, develop and submit a design proposal for new visual focal points that act as 'gateways' to Whitechapel Market.

The competition seeks public realm proposals that celebrate the unique character of Whitechapel and its community, transforming key locations along Whitechapel Road to better signify the market and welcome both locals and visitors. The goal is to commission an innovative and impactful design that enhances the public realm and serves the local community more effectively.

Overall, the key objectives of the project are to deliver a series of public realm interventions that:

- Are unique, bold and visually striking

- Signal the entries into Whitechapel Market with significant gateway markers or art pieces
- Celebrate and respect the character and history of Whitechapel, ensuring designs complement the existing streetscape and comply with the Whitechapel Market Conservation area.
- Prioritise pedestrian road safety, noting the limited available pedestrian space at the Vallance Road junction site.
- Doesn't inhibit vehicular traffic
- Improve accessibility and connectivity through enhanced wayfinding
- Embrace and reflect the richness of Whitechapel's diverse communities and market
- Contribute to creating a welcome environment to bring tourists and visitors together to showcase Whitechapel's unique identity
- Compliment the work being done as part of the Whitechapel Road Improvements Project, without any duplication.
- Is appropriately lit and does not impede good sight lines
- Encourage intergenerational sociability throughout the day and night and are not likely to encourage dominance of the space by a single group of people
- Aligns well with Co-Design Principles.
- Considers circular economy principals, being consistent with longevity to avoid premature end of life.

The winning scheme may include – but is not limited to – the following components:

- Signage referencing the entrance to Whitechapel Market
- Public art
- Planting and greening
- Elevated gateway (bridge like)
- Smaller meeting areas

- Moving digital art
- Sculptures

Total value (estimated)

- £200,000 excluding VAT
- £240,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 November 2025 to 31 October 2026
- 1 year

Main procurement category

Services

CPV classifications

- 71220000 - Architectural design services

Contract locations

- UKI - London

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

14 July 2025, 5:00pm

Submission type

Requests to participate

Tender submission deadline

24 July 2025, 12:00pm

Submission address and any special instructions

Further information and documentation can be found on <https://www.londontenders.org/>

Submissions are to be made through <https://www.londontenders.org/>

All documents are available free of charge

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Suppliers to be invited to tender

Maximum 6 suppliers

Selection criteria:

Conditions of participation are set out in the Open Call Instructions available at <https://www.londontenders.org/>

For those Bidder who meet he conditions of participation, submissions will be given two scores:

- Practice/team profile (60%) - Does the team have skilled professionals for delivering the proposal in line with eligibility outlined in the Open Call? Does the team have a diverse set of skills and experience? Are the previous work experiences and/or their work methodologies and wider design aspirations relevant to the competition? Does the team proposed align with the eligibility criteria stated in the brief?
- Initial vision/response to the brief (40%) - Does the proposal's initial written reflection to the brief suggest innovation, surprise and creativity? Does it explore a new and original way to use and engage with the area? Is the team thinking beyond possible barriers or restrictions, and pondering how they might be broken down? Is the vision something which could be developed into an appropriate and achievable scheme for the area, in line with the brief?

Submissions will be judged on originality, demonstration of creativity, relevance to the brief as well as feasibility and how the proposal works in the context of the site.

It shall be the combined score out of 100% which is used to shortlist to a maximum of six Bidders to participate in the Tender stage.

Award decision date (estimated)

4 October 2025

Award criteria

Name	Type
Quality	Quality

Weighting description

Evaluation at Tender stage will be based on five criteria.

- Overall Design (30%)
- Costs and Feasibility (25%)
- Safety and Equity (15%)
- Sustainability and Longevity (15%)
- Contextual Design and Public Engagement (15%)

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

This procurement is based upon the Competitive Flexible Procedure and is formed of two stages:

- An initial shortlisting stage – Shortlisting
- A tender stage to determine the Most Advantageous Tender for the Authority – Tender.

Shortlisting

At shortlisting stage, Bidders will be required to complete the Procurement Specific Questionnaire on the Portal.

Bidders will also be required to submit a single PDF submission of no more than 10-pages and maximum 5MB and include the information below. Alternatively, you can submit your application in another format (e.g. video) but the content should not exceed the equivalent of a '10-page limit'.

Your submission should include the following:

- Your experience:
- Brief biographies of all the project team.
- A 200-word description about your practice along with any relevant technical and

consultation experience acquired through previous projects.

- A selection of relevant previous work, including images.
- Your response to the brief. Please provide reflections on the following prompts:
 - The overall design brief - why you are interested in being involved in the project and what are your initial reactions to the brief and proposed sites?
 - Your initial vision for the project
 - Your approach to working with the local community and stakeholders to inform and design your proposal if selected

You can submit your response to these prompts in any format. For guidance, this should be (equivalent to) a short paragraph of max. 300 words per prompt or 90 second video per prompt.

No design work or feedback on cost expectations is required for the first stage.

Submissions will be shortlisted by the judging panel. Up to six shortlisted Bidders will then be invited to the Tender.

Tender

Those Bidders shortlisted to the Tender stage will be required to develop a design concept based on the information laid out in the tender pack and will be awarded an honorarium of £2,000 + VAT each. The work required for the second phase of the project will be reflective of the honorarium sum.

The Tender stage submission should include:

- Maximum 10-page PDF explaining your proposal to be shared with the jury for review, prior to interview. Your submission should (but is not limited to) include:
 - 2 x Boards which present your design to a public audience for consultation. Templates to be provided by NLA if shortlisted.
 - Detailed design drawings (we accept a variety of formats including hand or computer drawn 3D design visualisation)
 - Key construction details drawn to scale, with key dimensions noted
 - An outline of all materials, budget*, delivery and fabrication process

- PowerPoint presentation for the purposes of judging

*If your practice is not VAT registered, you will need to consider this when preparing your budget.

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The evaluation criteria are aligned with New London Agenda – NLA's framework for best practice in city-making. The jury will be assessing submissions on the criteria above as well as the six pillars of placemaking set out in the agenda.

Contracting authority

Tower Hamlets

- Public Procurement Organisation Number: PQBL-2673-MVYG

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Organisation type: Public authority - sub-central government