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Tender

## **Barbican Renewal - Wayfinding Designer**

City of London Corporation

F02: Contract notice

Notice identifier: 2024/S 000-039648

Procurement identifier (OCID): ocds-h6vhtk-04c5c4

Published 9 December 2024, 3:41pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

City of London Corporation

Guildhall

London

EC2P 2EJ

#### **Email**

[Jemma.Borland@cityoflondon.gov.uk](mailto:Jemma.Borland@cityoflondon.gov.uk)

#### **Telephone**

+44 2076063030

#### **Country**

United Kingdom

#### **Region code**

UKI - London

**Internet address(es)**

Main address

<http://www.cityoflondon.gov.uk>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<http://www.capitalesourcing.com>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://www.capitalesourcing.com>

Tenders or requests to participate must be submitted to the above-mentioned address

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Barbican Renewal - Wayfinding Designer

Reference number

prj\_COL\_24690

#### **II.1.2) Main CPV code**

- 79341100 - Advertising consultancy services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The City invites Bidders to submit a Selection Questionnaire for the provision of Wayfinding Designer services to deliver the first major phase of work on Barbican Renewal.

For over 40 years the Barbican Centre has been offering a world-class programme of unique breadth, spanning every possible creative discipline, staged in an iconic estate of globally recognised significance. Since it opened, however, the buildings comprising the Barbican Centre have deteriorated significantly, and an ambitious and strategic programme of restoration, transformation and reactivation is needed.

The proposed Barbican Renewal programme will be delivered as a series of major capital projects addressing each of the Barbican's unique spaces, delivering a sensitive and sustainable programme of conservation and transformation for one of the UK's most significant post war buildings. These projects will affect how our visitors engage with us, and provide the impetus for the development of a new brand and wayfinding strategy and design.

The Barbican Renewal capital programme presents an opportunity for the Barbican Centre to clarify and assert its purpose and identity, following the development of new strategic goals and values. As part of this, the Renewal programme is initiating a project to deliver major wayfinding improvements across the site and in the immediately surrounding public realm. This new wayfinding strategy will create intuitive and accessible user journeys from the boundary of the site into the Barbican Centre, improving signage

and navigation across all of the Barbican Centre's internal and external spaces.

#### **II.1.5) Estimated total value**

Value excluding VAT: £300,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKI - London

#### **II.2.4) Description of the procurement**

The Barbican Centre is at a key moment in its history, with a new Vision, Strategic Plan and set of Values, underpinning a major programme of work to renew the Grade II listed building, and a full refresh of the brand, covering brand architecture, tone of voice and visual identity.

Our ambition is for a consistent, inclusive and high-quality wayfinding and signage strategy and design within the Barbican Centre site boundary, and a suite of assets for use in the surrounding public realm. This new wayfinding approach will connect with wider wayfinding projects to create intuitive and accessible visitor journeys from major transport hubs into the Barbican Centre site, alongside improving signage and navigation across all of the Barbican Centre's internal and external spaces.

The new wayfinding strategy will reflect and espouse the Barbican Centre's brand, which will be refreshed to create a bold and clear visual identity that flexes across a variety of uses and platforms.

The duration of the contract is 5 years, subject to the right of the City (at its sole discretion) to exercise its right to extend the Contract by up to 1 year. The maximum length of the contract is therefore 6 years.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6) Estimated value**

Value excluding VAT: £300,000

**II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

72

This contract is subject to renewal

No

**II.2.9) Information about the limits on the number of candidates to be invited**

Maximum number: 6

Objective criteria for choosing the limited number of candidates:

As set out in the procurement documents

**II.2.10) Information about variants**

Variants will be accepted: No

**II.2.11) Information about options**

Options: Yes

Description of options

The duration of the contract is 5 years, subject to the right of the City (at its sole discretion) to exercise its right to extend the Contract by up to 1 year. The maximum length of the contract is therefore 6 years.

**II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

As stated in the procurement documents

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

As stated in the procurement documents

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

10 January 2025

Local time

12:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

30 January 2025

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

This tendering exercise is being undertaken using the electronic tendering system 'capitalEsourcing' ([www.capitalesourcing.com](http://www.capitalesourcing.com)). Suppliers will need to register an interest on the system in order to participate and registration is free.

The estimated value given at II.2.6) is for the full duration of the contract including the maximum possible extensions. The estimated annual contract value is therefore £50,000

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court of England and Wales

Royal Courts of Justice, The Strand

London

WC1A 2LL

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

High Court of England and Wales

Royal Courts of Justice, The Strand

London



WC1A 2LL

Country

United Kingdom

**VI.4.4) Service from which information about the review procedure may be obtained**

Cabinet Office

70 Whitehall

London

SW1A 2AS

Country

United Kingdom