This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/041592-2025">https://www.find-tender.service.gov.uk/Notice/041592-2025</a>

Tender

# Creative Brand Agency Specialising in Visual and Verbal Identity at Imperial War Museums (IWM)

Imperial War Museums

UK4: Tender notice - Procurement Act 2023 - view information about notice types

Notice identifier: 2025/S 000-041592

Procurement identifier (OCID): ocds-h6vhtk-0562d5 (view related notices)

Published 21 July 2025, 12:05pm

#### Scope

#### **Description**

IWM is tendering for a creative brand agency to help translate and bring to life a refreshed and newly developed vision and purpose for IWM. The appointed supplier will create a visual and verbal identity to reflect IWM's new proposition.

For more information about this opportunity, please visit the Delta eSourcing portal at:

https://www.delta-esourcing.com/tenders/UK-UK-London:-Business-and-management-consultancy-services./769E5X5K72

To respond to this opportunity, please click here:

https://www.delta-esourcing.com/respond/769E5X5K72

#### **Total value (estimated)**

• £150,000 excluding VAT

• £180,000 including VAT

Above the relevant threshold

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

- 10 November 2025 to 31 January 2027
- 1 year, 2 months, 21 days

#### Main procurement category

Services

#### **CPV** classifications

• 79410000 - Business and management consultancy services

#### **Contract locations**

• UK - United Kingdom

# **Participation**

## **Particular suitability**

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

# **Submission**

#### **Tender submission deadline**

4 September 2025, 12:00pm

## Submission address and any special instructions

https://www.delta-esourcing.com/respond/769E5X5K72

#### Tenders may be submitted electronically

Yes

# Languages that may be used for submission

English

## **Award decision date (estimated)**

27 October 2025

## **Award criteria**

Name	Туре	Weighting
Technical	Quality	35%
Presentation	Quality	35%
Cost	Cost	20%

Name	Туре	Weighting
Social Value	Quality	10%

#### Other information

## Conflicts assessment prepared/revised

Yes

# **Procedure**

# **Procedure type**

Open procedure

# **Contracting authority**

## **Imperial War Museums**

• Public Procurement Organisation Number: PHRL-5691-LLXM

IWM London, Lambeth Road

London

SE1 6HZ

**United Kingdom** 

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Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - central government