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Contract

Barbican Renewal Wayfinding Designer Services

The Mayor and Commonalty and Citizens of the City of London

F03: Contract award notice

Notice identifier: 2025/S 000-048843

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

Published 14 August 2025, 3:23pm

Section I: Contracting authority

I.1) Name and addresses

The Mayor and Commonalty and Citizens of the City of London

Po Box 270, Guildhall

London

EC2P 2EJ

Email

jemma.borland@cityoflondon.gov.uk

Country

United Kingdom

Region code

UKI31 - Camden and City of London

Internet address(es)

Main address

www.cityoflondon.gov.uk

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Barbican Renewal Wayfinding Designer Services

Reference number

prj_COL_24690

II.1.2) Main CPV code

- 79415200 - Design consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

The provision of Wayfinding Designer services as part of the Barbican Renewal programme.

Barbican Renewal is a programme of capital projects, which will enable the Barbican to realise fully its potential as the greatest cultural centre in the City of London and the UK more broadly. These plans will deliver a site that is truly inclusive, sustainable and operationally resilient. By addressing every aspect of our listed buildings, we will ensure the Barbican is restored, revitalised and relevant for audiences now and in the future.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £277,690

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKI31 - Camden and City of London

II.2.4) Description of the procurement

The Wayfinding Project will be delivered alongside a series of projects that will form the first phase of the Renewal programme, to be delivered between 2025 and 2030. This first phase of works will comprise significant upgrade, restoration and improvement works to the main Foyers, Lakeside, Conservatory and Sculpture Court and a programme of improvements to the Centre's central mechanical, electrical and plant (MEP) infrastructure systems.

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.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 50

Quality criterion - Name: Commercial / Weighting: 35

Quality criterion - Name: Responsible Procurement / Weighting: 15

Cost criterion - Name: Price / Weighting: 60

Cost criterion - Name: Resources / Weighting: 40

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

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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-039648](#)

Section V. Award of contract

Contract No

1

Title

Barbican Renewal - Wayfinding Designer

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 July 2025

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received by electronic means: 7

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Assemble Design Ltd

30 Hancock Rd

London

E3 3DA

Country

United Kingdom

NUTS code

- UKI - London

National registration number

11367125

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £277,690

Section VI. Complementary information

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