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Tender

## **Branding and Website for OSDC**

Transport for London

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

Notice identifier: 2025/S 000-052715

Procurement identifier (OCID): ocds-h6vhtk-059112

Published 1 September 2025, 10:57am

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### **Scope**

### **Reference**

WS2697824778

### **Description**

There is an urgent need to transform Oxford Street into an exciting, thriving destination for Londoners and tourists alike - giving the nation's high street a new lease of life. To realise this vision, the Mayor of London has decided to establish the Oxford Street Development Corporation (OSDC). OSDC will operate as a Mayoral Development Corporation with full planning authority powers for Oxford Street and its immediate surroundings.

Greater London Authority wishes to appoint a supplier to create an externally facing brand (to include a logo), digital assets and website design for the Oxford Street Development Corporation.

Greater London Authority will be the contract manager who will be serviced by this

contract.

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

- £125,000 excluding VAT
- £150,000 including VAT

Below the relevant threshold

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

- 17 September 2025 to 30 April 2026
- Possible extension to 30 September 2026
- 1 year, 14 days

Description of possible extension:

Optional extension to be used at authorities preference. Only the one extension can be implemented, to be put in place 4 weeks prior to end date

### **Main procurement category**

Services

### **CPV classifications**

- 72413000 - World wide web (www) site design services

### **Contract locations**

- UK - United Kingdom

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## Submission

### Tender submission deadline

3 September 2025, 2:00pm

### Submission address and any special instructions

Please email [markflegg@tfl.gov.uk](mailto:markflegg@tfl.gov.uk) to submit your proposal.

Do not include any financials within the technical proposal.

Ensure the RFQ document is completed, including the form of tender etc.

### Tenders may be submitted electronically

No

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## Award criteria

Name	Type	Weighting
Financial	Cost	40%
Methodology	Quality	20%
Project Management	Quality	20%
Expertise	Quality	20%

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## Procedure

### Procedure type

Below threshold - open competition

### Special regime

Concession

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## Documents

### Associated tender documents

[RFQ\\_GLA Branding and Website for OSDC.docx](#)

Request for Quotation document - To be completed

[Appendix 1 Financial - Branding and Website for OSDC.xlsx](#)

Financial proposal document - To be completed

[Appendix 2 - Technical Questions - Branding and Website for OSDC.xlsx](#)

Technical proposal - To be completed

[OSDC brand identity and digital design scoping paper.docx](#)

Specification

[Contract-for-Services DRAFT.docx](#)

DRAFT contract for services

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## **Contracting authority**

### **Transport for London**

- Public Procurement Organisation Number: PHMT-6197-NWNZ

5 Endeavour Square

London

E20 1JN

United Kingdom

Email: [BSFAribaAdministration@tfl.gov.uk](mailto:BSFAribaAdministration@tfl.gov.uk)

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - central government