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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 000-053056

Procurement identifier (OCID): ocds-h6vhtk-059112

Published 2 September 2025, 10:48am

Changes to notice

This notice has been edited. The [previous version](#) is still available.

Deadline extension form 03/09/2025 to 08/09/2025

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

Submission

Tender submission deadline

8 September 2025, 2:00pm

Submission address and any special instructions

Please email markflegg@tfl.gov.uk and express an interest if you would like to participate on this opportunity.

Please email 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

Award criteria

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

Procedure

Procedure type

Below threshold - open competition

Special regime

Concession

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

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

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - central government