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Award

## **Branding and Website for OSDC**

Transport for London

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-060053

Procurement identifier (OCID): ocds-h6vhtk-059112 ([view related notices](#))

Published 26 September 2025, 11:22am

### **Scope**

### **Reference**

WS2697824778 - 82410 GLA

### **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.

The Oxford Street Development Corporation (OSDC) will be responsible for the revitalisation of the area - including working with partners to deliver on the Mayor's ambitions to pedestrianise Oxford Street (subject to consultation), deliver exceptional public realm, host events, and ensure an exciting mix of businesses and activities on the street. Stakeholder collaboration will be critical, and success will depend on developing and maintaining strong relationships with landowners, retail, hospitality and leisure businesses, local authorities (Westminster and Camden), and the wider business community.

The 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.

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## **Contract 1**

### **Supplier**

- ANATOMY BRANDS LTD

### **Contract value**

- £94,265 excluding VAT
- £113,118 including VAT

Below the relevant threshold

### **Award decision date**

23 September 2025

### **Earliest date the contract will be signed**

26 September 2025

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

- 29 September 2025 to 28 September 2026
- Possible extension to 28 September 2027
- 2 years

Description of possible extension:

Optional one year extension to be implemented at Stakeholders discretion

## **Main procurement category**

Services

## **CPV classifications**

- 72413000 - World wide web (www) site design services
- 72414000 - Web search engine providers
- 72416000 - Application service providers

## **Contract locations**

- UK - United Kingdom

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## **Information about tenders**

- 13 tenders received
- 13 tenders assessed in the final stage:
  - 11 submitted by small and medium-sized enterprises (SME)

- 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 12 suppliers unsuccessful (details included for contracts over £5 million)

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## Procedure

### Procedure type

Below threshold - open competition

### Special regime

Concession

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## Supplier

### **ANATOMY BRANDS LTD**

- Companies House: 10072557
- Public Procurement Organisation Number: PHXN-5436-JZCX

Chg.04 Kennington Park

London

SW9 6DE

United Kingdom

Email: [hello@anatomylondon.com](mailto:hello@anatomylondon.com)

Website: <https://anatomylondon.com/>

Region: UKI45 - Lambeth

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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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