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Planning

Creative Agency

Westminster City Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-061922

Procurement identifier (OCID): ocids-h6vhtk-05a758 ([view related notices](#))

Published 2 October 2025, 5:31pm

Scope

Reference

P645

Description

Westminsiter City Coucil are seeking to appoint a Creative Agency to develop a distinctive and inclusive brand identity for

- 98 private sale units within Building 5 of Phase 2, Ebury Bridge Road, SW1 ("Ebury Phase 2"); and
- 72 private sale units at 291 Harrow Road ("Harrow Road").

The selected Creative Agency(ies) will be responsible for establishing and delivering the brand identity for both developments in collaboration with Westminster City Council (the "Council"), its appointed sub-consultants, sales agents, and associated suppliers.

The procurement shall be conducted under an Open Procedure in accordance with the

Procurement Act 2023 (the “Tender Process”). The procurement will comprise two Lots:

- Lot 1: Creative Agency for Ebury Phase 2;
- Lot 2: Creative Agency for 291 Harrow Road.

The contract will span seven years, commencing on 31 January 2026 and concluding on 31 December 2032.

Bidders can participate and can be awarded for both lots. Bidders need to be aware WCC will reserve the right to award both lots to one bidder or WCC can appoint different suppliers for these lots.

Awarding of Lots:

The bidder achieving the MAT for each Lot will be awarded a Contract. A single bidder can submit and win both Lots.

Weighting Breakdown

- Quality – 60% of which 10% will be for Responsible Procurement
- Commercial – 40%

Procurement Timelines (subject to change)

Publish UK4 notice - 21st October 2025

Publish Tender - 21 October 2025

Tender submission return 20th November 2025

Contract live date 31/01/2026

Bidders interested in this opportunity should register their interest on our tendering portal.

Total value (estimated)

- £1,250,000 excluding VAT
- £1,500,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 31 January 2026 to 31 December 2032
- 6 years, 11 months, 1 day

Main procurement category

Services

CPV classifications

- 70123000 - Sale of real estate
- 79341000 - Advertising services
- 70120000 - Buying and selling of real estate

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

10 October 2025

Engagement process description

If you have any questions please email: procurementteammailbox@westminster.gov.uk

Participation

Particular suitability

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

Submission

Publication date of tender notice (estimated)

20 October 2025

Contracting authority

Westminster City Council

- Public Procurement Organisation Number: PJVD-6261-BPPJ

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London

SW1E 6QP

United Kingdom

Email: procurementteammailbox@westminster.gov.uk

Website: <https://www.westminster.gov.uk/>

Region: UKI32 - Westminster

Organisation type: Public authority - sub-central government