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Contract

Provision of a merged website and associated social media platform

The Mayor and Commonalty and Citizens of the City of London

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-062979

Procurement identifier (OCID): ocds-h6vhtk-05a9cd

Published 7 October 2025, 3:46pm

Scope

Description

The scope of this contract is

1. Website Maintenance:

Maintenance and technical support to ensure consistent, high-quality digital performance, including:

Monitoring and resolving technical bugs, general security of the website , WordPress core and plugin updates aligned to the official release roadmap, Staging environment testing before changes are deployed to the live site, One-hour response times during working hours, with urgent issues prioritised, Management of time usage, including rollover of unused support hours (up to a maximum of 5 days over the contract period).

2. Website and Brand Development

Supporting officers to align the One City and City of London visitor brands into one offer, including a clear path forward for both brands' existing channels. Enhancing the City of

London visitor website's UX and UI and updating to reflect Phase 2 identity.

Anatomy has a deep understanding of the City's place brand and digital platform, having developed and maintained the website and supporting assets to date. Now their previous contract has ended, appointment of this supplier is critical for maintaining the security of the Corporation's visitor brand website, technical performance, brand consistency, during the time they also support officers to develop this new project to merge visitor brands.

After the completion of this scope of work in 2026, officers in the Communications department are planning to review the City Corporation's overall communications and digital strategy. When requirements for this project are established, a tender process will be undertaken for future services (estimated to start April 2026). In the meantime, this contract will reduce risks during this period of change of merging the One City and City of London brands.

Contract 1. Provision of a merged website and associated social media platform Including Website Maintenance.

Supplier

- Anatomy Brands Limited

Contract value

- £57,000 excluding VAT
- £68,400 including VAT

Below the relevant threshold

Date signed

26 September 2025

Contract dates

- 1 October 2025 to 30 September 2026
- 1 year

Main procurement category

Services

CPV classifications

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

Contract locations

- UK - United Kingdom

Key performance indicators

Name	Description	Reporting frequency
Fully Functional Operation	Website operation will be fully functional, without gaps in service, with latest CMS and plugin functionality	1 months

Procedure

Procedure type

Below threshold - without competition

Supplier

Anatomy Brands Limited

3.35 Canterbury Court, 1-3 Brixton Rd

London

SW9 6DE

United Kingdom

Email: Hugh@anatomylondon.com

Region: UKI45 - Lambeth

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

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Contracting authority

The Mayor and Commonalty and Citizens of the City of London

- Public Procurement Organisation Number: PYQD-1693-MYXR

PO Box 270

City of London

EC2P 2EJ

United Kingdom

Telephone: 020 7606 3030

Email: CityProc.Operations@cityoflondon.gov.uk

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

Region: UKI43 - Haringey and Islington

Organisation type: Public authority - sub-central government