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Contract

Branding and Website for OSDC

Transport for London

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

Notice identifier: 2025/S 000-063157

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

Published 8 October 2025, 10:24am

Scope

Reference

WS2697824778 - 82410 GLA

Description

The Oxford Street Development Corporation (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.

Contract 1

Supplier

- Anatomy

Contract value

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

Below the relevant threshold

Date signed

26 September 2025

Contract dates

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

Description of possible extension:

Optional one year extension

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

Signed contract documents

[Contract-for-Services Final_Redacted.pdf](#)

Redacted signed contract

Procedure

Procedure type

Below threshold - open competition

Special regime

Concession

Supplier

Anatomy

Brixton Road

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

Contract 1

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