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Tender

BT350 - WCC CurateOn - Business Support Guides - Running a High Street Business

Westminster City Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-072033

Procurement identifier (OCID): ocids-h6vhtk-05dccc

Published 7 November 2025, 1:19pm

Scope

Description

Westminster City Council CurateOn Platform - Business Support Guides for Running a High Street Business.

The UK government, through the UK Shared Prosperity Fund (UKSPF 2025 - 26), is again making funding available with a specific focus to help kickstart economic growth and promote opportunities in all parts of the UK. Westminster City Council [WCC] is allocating UK Shared Prosperity Funds (UKSPF) for the commissioning of an organisation with specialist retail and business support expertise to provide detailed online business support guidance for businesses.

Westminster City Council is therefore seeking to procure the services of an external retail expert to provide detailed online business support guidance for SME independent businesses.

The support will help ensure businesses are less risky for landlords to consider, giving more confidence and credibility to our platform and its pipeline of potential high street operators who will also have better chance of securing, opening and running a physical retail space on WCC's high streets

Total value (estimated)

- £25,000 excluding VAT
- £30,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 10 December 2025 to 9 June 2026
- 6 months

Main procurement category

Services

CPV classifications

- 66151100 - Electronic marketplace retailing services
- 73000000 - Research and development services and related consultancy services
- 73200000 - Research and development consultancy services
- 72212481 - Sales or marketing software development services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79411100 - Business development consultancy services
- 79410000 - Business and management consultancy services

Contract locations

- UKI - London
-

Participation

Particular suitability

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

Submission

Enquiry deadline

25 November 2025, 5:00pm

Tender submission deadline

27 November 2025, 5:00pm

Submission address and any special instructions

This opportunity and all associated procurement documents will be accessible via our City of Westminster Procurement and Contracts portal (“the Portal”), kindly visit <https://wcc.ukp.app.jaggaer.com> and search for the following reference: ITT_30554. If you have any questions, please submit these through the portal.

Our portal is free to register on.

To view details of the Opportunity via the Portal please click the following link:

<https://wcc.ukp.app.jaggaer.com/go/84753269019A5E745E83>

Or browse as follows:

- Connect to <https://wcc.ukp.app.jaggaer.com>
- Enter your Username and Password
- Go to Published Opportunities
- Click on the Project Title to view details

Tenders may be submitted electronically

Yes

Award criteria

Quality - 60%

Price - 40%

Procedure

Procedure type

Below threshold - open competition

Contracting authority

Westminster City Council

- Public Procurement Organisation Number: PJVD-6261-BPPJ

64 Victoria Street

London

SW1E 6QP

United Kingdom

Contact name: The Buying Team

Email: buyingteam@westminster.gov.uk

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

Region: UKI32 - Westminster

Organisation type: Public authority - sub-central government