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Planning

London Museum: Pre-Market Engagement for Marketing Launch of London Museum in Smithfield

London Museum

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

Notice identifier: 2025/S 000-075259

Procurement identifier (OCID): ocds-h6vhtk-05e479

Published 19 November 2025, 2:05pm

Scope

Reference

LM_COM25/2

Description

The Opportunity

We're looking for a creative agency who can work alongside the Museum's Marketing and Design teams to deliver a stand-out destination brand campaign to launch our new museum at Smithfield. If you think you can deliver a campaign that positions London Museum as the must visit destination for everyone who loves London, driving visitors from the moment the doors open, and elevates what people expect from a museum marketing campaign, then we want to hear from you!

Market Engagement

This Preliminary-Market Engagement Notice is to explore the background and experience

of potential suppliers by asking interested suppliers to answer a few questions to detail who they are. Responses will assist the Museum to review the range of experience and types of suppliers in the market place. Responses will be deemed as an expression of interest from suppliers who may be contacted at a later date to be considered further for possible tendering opportunities. If this sounds like you, please consider registering your interest, downloading our expression of interest form and uploading your responses accordingly.

Relevant documentation is available to download via the Museum e-procurement platform, Delta e-sourcing. Interested parties must register on this platform (free of charge) in order to upload any responses and we ask that you also include your company and relevant contact details. Any queries should also be raised via this platform under the Message Centre.

The deadline to receive any queries will be the 5th of December whilst the deadline to receive any expressions of interest will be 17.00, Monday 15 December 2025.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Advertising-and-marketing-services./78748TKTFQ>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/78748TKTFQ>

Total value (estimated)

- £50,000 excluding VAT
- £60,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 2 March 2026 to 31 December 2026
- 9 months, 30 days

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

Engagement

Engagement deadline

15 December 2025

Engagement process description

Suppliers are asked to download our Expression of Interest document which explains the service we are looking for and what details we would like from you. Any responses should be uploaded and submitted via the Delta platform prior to the stated deadline.

Contracting authority

London Museum

- Public Procurement Organisation Number: PDTH-9328-QRQP

150 London Wall

London

EC2Y 5HN

United Kingdom

Telephone: 02078145598

Email: Procurement@Londonmuseum.org.uk

Region: UKI31 - Camden and City of London

Organisation type: Public authority - sub-central government