**Greater London Authority (GLA)**

**Request for Quotation (RFQ)**

**FOR**

Branding and Website for OSDC

Tender Ref: WS2697824778

|  |  |
| --- | --- |
| **Date RFQ issued:** | 22/08/2025 |
| **Tender reference:** | WS2697824778 |
| **Project/procurement title:** | Branding and Website for OSDC |
| **TfL contact name and job title:** | Mark Flegg / Assistant Commercial Manager |
| **TfL contact email address:** | markflegg@tfl.gov.uk |
| **Response deadline date:** | 29/08/2025 |
| **Response deadline time:** | 15:00 |

1. **Summary**

There is an urgent need to transform Oxford Street into an exciting, thriving destination for Londoners and tourists alike – giving the nation’s high street a new lease of life. To realise this vision, the Mayor of London has decided to establish the Oxford Street Development Corporation (OSDC). 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.

Greater London Authority will be the contract manager who will be serviced by this contract.

1. **Introduction and background**

London’s Oxford Street is one of the world’s most famous streets, contributing around £25 billion annually to London’s economy and attracting 120 million visitors a year. Despite this, the area has suffered in recent years due to a combination of the pandemic, the growth of online shopping and other factors. There is an urgent need to transform Oxford Street into an exciting, thriving destination for Londoners and tourists alike – giving the nation’s high street a new lease of life. This is a high-priority and fast-moving project, and delivery at speed is essential.

The Oxford Street Development Corporation (OSDC) will be responsible for the revitalisation of the area – including working with partners to deliver on the Mayor’s ambitions to pedestrianise Oxford Street (subject to consultation), deliver exceptional public realm, host events, and ensure an exciting mix of businesses and activities on the street. Stakeholder collaboration will be critical, and success will depend on developing and maintaining strong relationships with landowners, retail, hospitality and leisure businesses, local authorities (Westminster and Camden), and the wider business community.

1. **Scope**

Bidders should refer to document ‘OSBC brand identity and digital design scoping paper’ for the full scope for this requirement.

1. **Communication and interfaces requirements**

The lead GLA business team/area stakeholder(s) is/are as follows:

|  |  |
| --- | --- |
| **GLA business team(s)/area(s)** | **Lead stakeholder(s)** |
| GLA – Senior Communications and Stakeholder Manager / Oxford Street Transformation | Jenny Killin |

1. **Technical and Quality expectations**

The successful Bidder shall use suitably qualified, competent and experienced personnel (including subcontractor personnel if authorised and applicable) to undertake and complete all work activities in relation to this RFQ.

1. **Indicative project plan, deliverables and timescales**

|  |  |
| --- | --- |
| **Contract Start** | W/C 8 September 2025 |
| **Within 5 working days of contract award** | Kick-off and initial meeting (usually via MS Teams) |
| **By 1st January 2026** | The ODSC website to be live and operational |
| **Ongoing deliverables** | The key deliverables outlined in the scope to be covered as part of business as usual |

**Procurement Milestones**

|  |  |
| --- | --- |
| **Milestone** | **Date** |
| Request for Quote (RFQ) duration. | 22/08/2025 – 29/08/2025 |
| Bidder clarification deadline\*\* | 27/08/2025 at 14:00 GMT |
| Responses released to bidders | 28/08/2025 at 15:00 GMT |
| Deadline for submission of bid | 29/08/2025 at 15:00 GMT |
| Evaluation of bid and Supplier selection | 02/09/2025 – 03/09/2025 |
| Issue Purchase Order / T&Cs | 03/09/2025 – 05/09/2025 |

\*\* Responses to Clarification questions will be shared with all bidders, any questions that you mark as **‘Commercially Confidential’** will not be shared with the other bidders. Please ensure not all questions are marked as commercially confidential and only the relevant ones are clearly marked. **Request for Quotation (RFQ) Details**

Greater London Authority (GLA) invites you to submit a bid to provide the works outlined in the specification to create an externally-facing brand, digital assets and website design for the Oxford Street Development Corporation.

The target audience should focus on:

1. Londoners (the public) and specifically current / potential visitors to Oxford Street (London, national, international; and
2. key stakeholders including the real estate / development industry

The website will also need to be appropriate for those submitting planning applications or looking for governance information about OSDC, such as residents and developers.

The website will be the public face of the OSDC and should be designed to meet the needs of its target audience as described above. The website must be in place by 1 January 2026.

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Your quotation must be made in accordance with the **TfL’s Standard Contract for Services** and be valid for **60 days**.

RFQ response documents to be returned by all Bidders:

1. **Technical Submission** (A 10 page maximum proposal that responds to the Appendix 2 - Technical Questions - Branding and Website for OSDC)
2. **Financial Proposal** (Appendix 1 Financial - Branding and Website for OSDC - Tab 2 and 2a)
3. **Commercial proposal** - Bidders should return the following documents Form of Tender, Non-Collusion Declaration and Conflict of Interest Declaration signed (page 10 to 13 of this document);

The contract will be awarded to the highest scored bidder, based on the total score achieved against Technical Assessment Criteria and the Financial Proposal.

Bids must be completed in the required format as detailed below and returned via email by the RFQ submission deadline: **29/08/2025 at 15:00 GMT.**

**Technical proposal**

Bidders are required to submit a proposal that responds to the below **Technical Assessment Criteria** with the following weighting and scoring criteria: please refer to document Appendix 2 - Technical Questions - Branding and Website for OSDC).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Evaluation Criteria** | **Technical Assessment Criteria questions** | **Scoring criteria** | **Maximum size limit** |
| **1** | Methodology | Examples of delivering similar relevant projects, and their approach to delivering all requirements in brief | **20%** | **Up to ten (10) pages, excluding CV’s for the project team.** |
| **2** | Project Management | Evidence of project management arrangements and proposed timeline, including delivery | **20%** |
| **3** | Expertise | Staff CVs that evidence relevant experience | **20%** |

**Technical Assessment Criteria** Question 1, Question 2 and Question 3 will be assessed on the ‘scoring**’** against the requirements and the criteria in the table below.

**Technical Assessment Methodology**

|  |  |  |
| --- | --- | --- |
| Descriptor | 5-point scale | Detail |
| Unacceptable | 1 | The response **does** **not** **meet** the requirement. **Does** **not** **comply** and / or **insufficient** **information** supplied. |
| Poor | 2 | **Some minor reservations.** Little of no evidence to support the response. |
| Meets requirements | 3 | **Demonstration** by the Tenderer of the relevant ability, understanding, experience, skills, resource & quality measures required to provide the supplies / services, with **evidence** to support the response. |
| Good | 4 | **Above average demonstration** by the Tenderer of the relevant ability, understanding, experience, skills, resource & quality measures required to provide the supplies / services. Response identifies factors that will offer **potential added value** with **evidence** to support the response. |
| Outstanding | 5 | **Exceptional demonstration** by the Tenderer of the relevant ability, understanding, experience, skills, resource & quality measures required to provide the supplies / services. Response identifies factors that will offer **potential added value** and **continuous improvement**, with **evidence** to support the response. |

**Financial proposal**

Please provide a **total lump sum price (excluding VAT),** for delivery of the services. Please provide this in the table included in **Appendix 1 Financial - Branding and Website for OSDC** and return to TfL.

The Financial proposal will be evaluated using the following formula:

* Bid Score = (Lowest Price/bid price) x Section Weighting (40%)

Bidders should submit their financial proposal against the following categories:

|  |  |  |
| --- | --- | --- |
| **No.** | **Financial Assessment Criteria questions** | **Scoring criteria** |
| **1** | Branding Process | **20%** |
| **2** | Website Design and Build | **10%** |
| **3** | Website Hosting and Support | **10%** |

**Financial Proposal**: **Appendix 1**

**Commercial Proposal**

Bidders should return the following documents signed (page 10 to 13 of this document);

* Form of Tender
* Non Collusion Declaration
* Conflict of Interest Declaration

**Transport for London (TfL)/Greater London Authority (GLA)**

**Request for Quotation (RFQ)**

|  |  |
| --- | --- |
| **Tender reference:** | WS2697824778 |
| **Project/procurement name:** | Branding and Website for OSDC |
| **TfL contact name:** | Mark Flegg |
| **TfL contact email:** | markflegg@tfl.gov.uk |

Responding Bidder to enter **ALL** of the following information before returning via email:

|  |  |
| --- | --- |
| **Company/organisation name (the ‘Bidder’):** | [bidder enters] |
| **Company Registration Number (if applicable):** | [bidder enters or states “N/A”] |
| **Contact name:** | [bidder enters] |
| **Contact’s job title:** | [bidder enters] |
| **Telephone number:** | [bidder enters] |
| **Email address:** | [bidder enters@enters] |
| **Postal address (including postcode):** | [bidder enters address] [bidder enters postcode] |
| **Date of RFQ response:** | [bidder enters] |

**Important:** Your quotation must be made in accordance with **TfL’s Standard Contract for Services** attached to the tender pack and be valid for **60 days**.

**Note:** A response from a Bidder will **only** be accepted by (a) the completion and return of the financial proposal i.e., Appendix 1 Financial – Branding and Website for OSDC and (b) **Appendix 2 Technical Questions** as detailed also in **Technical Proposal above** (responses to the ‘**Technical** Assessment Criteria’) submitted to TfL’s dedicated email markflegg@tfl.gov.uk **before** the submission deadline stated.

**Table A – Financial Proposal**

**Total lump sum price (not including VAT)**

|  |  |
| --- | --- |
| **Total lump sum price in British Pounds Sterling (£GBP) (excluding VAT)** | |
| £ [bidder to enter amount in numbers] | [bidder to enter total amount in words] |

**Declaration**

Neither the receipt of this document by any person, nor the supply of any information is to be taken as constituting the giving of investment advice by TfL/GLA or any of its advisers to any Bidder.

Information provided does not purport to be comprehensive or verified by TfL/GLA or its advisers. Neither TfL/GLA nor its advisers accept any liability or responsibility for the adequacy, accuracy or completeness of any of the information or opinions stated in this document.

No representation or warranty, express or implied, is or will be given by TfL/GLA or any of its officers, employees, servants, agents or advisers with respect to the information or opinions contained in this document or on which the RFQ is based. Any liability in respect of such representations or warranties, howsoever arising, is hereby expressly disclaimed but nothing in this RFQ shall exclude or restrict liability for fraudulent misrepresentations.

No information in this document is, or should be relied upon as, an undertaking or representation as to TfL’s/GLA’s ultimate decision in relation to the Agreement.

TfL/GLA reserves the right without prior notice to change the procurement process detailed in this document or to amend the information provided, including, but not limited to, changing the timetable, the scope and nature of the procurement and the procurement process. In particular, TfL/GLA reserves the right to issue circulars to Bidders providing further information or supplementing and/or amending the procurement process for this RFQ. In no circumstances shall TfL/GLA incur any liability in respect of any changes. This will be subject to the requirements of public law, the UK and EU procurement rules and Treaty on the functioning of the European Union (TFEU) rules and general principles.

Direct or indirect canvassing of the Mayor of London, any members of the Greater London Authority Group, employees, directors, board members, agents and advisers of TfL/GLA and any of its subsidiaries by any person concerning the Agreement or any related procurement process and any attempt to procure information from any of the foregoing concerning the Agreement may result in the disqualification of the person and/or the relevant organisation from consideration for the Agreement.

TfL/GLA reserves the right without prior notice not to follow up this document in any way and/or to terminate the procurement process without awarding an Agreement at any time.

TfL/GLA reserves the right to award the Agreement in whole or in part or not at all as a result of the tendering competition.

**Good Faith**

In submitting a response to this RFQ, you undertake to provide its submission in good faith and that you will not at any time communicate to any person (other than TfL/GLA, its advisers or third parties directly concerned with the preparation or submission of its response) the content (or approximate amount) or terms (or approximate terms) of your response or of any arrangements or agreements to be entered into in relation to your response.

In submitting a response to this RFQ you undertake that the principles described in this section have been, or will be, brought to the attention of all consortium members, sub-contractors, and associated companies which are or will be providing services or materials connected with your response.

**Accuracy of Information**

In submitting a response to this RFQ you undertake that:

* All information contained in any response at any time provided to TfL/GLA in relation to the Agreement is true, accurate and not misleading and that all opinions stated in any part of a response are honestly held and that there are reasonable grounds for holding such opinions.
* Any matter that arises that renders any of such information untrue, inaccurate or misleading will be brought to the attention of TfL/GLA immediately.

**Intellectual Property Rights**

All intellectual property rights in this RFQ and in the information contained or referred to in it shall remain the property of TfL/GLA and/or third parties, and you shall not obtain any right, title or interest therein.

**Data Transparency**

HM Government has announced its commitment to greater data transparency. Accordingly, TfL/GLA reserves the right to publishing its tender documents, contracts and

data from invoices received. In so doing TfL/GLA may at its absolute discretion take account of the exemptions that would be available under the Freedom of Information Act (FOIA) and/or the Environmental Information Regulations (EIR).

**Declaration**

# FORM OF TENDER

I confirm and accept that:

1. The information provided in the Request for Quotation (RFQ) document **Branding and Website for OSDC** was prepared by Transport for London (“TfL”) in good faith. It does not purport to be comprehensive or to have been independently verified. Neither TfL nor any member of the TfL group company has any liability or responsibility for the adequacy, accuracy, or completeness of, and makes no representation or warranty, express or implied, with respect to, the information contained in the Invitation to Tender document or on which such documents are based or with respect to any written or oral information made or to be made available to any interested Supplier or its professional advisers, and any liability therefore is excluded.
2. The provision of the section titled ‘Declaration’ of this RFQ has been and will continue to be complied with.
3. Nothing in the RFQ document or provided subsequently has been relied on as a promise or representation as to the future. TfL has the right, without prior notice, to change the procedure for the competition or to terminate discussions and the delivery of information at any time before the signing of any agreement.
4. TfL reserves the right (on behalf of itself and its group companies) to award the contract for which tenders are being invited in whole, in part or not at all.
5. This tender shall remain open for acceptance by TfL and will not be withdrawn by us for a period of 60 days from the date fixed for return.
6. The information provided by us is true and accurate.

Having made due allowances for the full requirement in the RFQ documents we hereby offer to provide the Services to TfL (or any member of the TfL group) in accordance with the terms and conditions stated therein for either:

a) \* The total firm price of:

£ \_\_\_\_\_\_\_\_\_\_\_\_

in words \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

As detailed in the schedule of Charges, or

Note that you are required to accept ‘The Contract for Services’ in order for your tender to be compliant. By signing this Form of Tender you confirm your acceptance of The Contract for Services’. **If we offer you a contract in the belief that your tender is compliant and you then attempt to negotiate alternative terms and conditions we WILL withdraw our offer.**

TfL reserves the right to enter into negotiations with and/or invite submission of a Best and Final Offer (BAFO) from one bidder or multiple bidders.

### Please complete the following:

### I confirm and accept the terms of this Form of Tender

|  |  |  |  |
| --- | --- | --- | --- |
| Signed |  | Date |  |
| Position |  | | |
| For and on behalf of: |  | | |

# Conflict of Interest Declaration

In responding to the questions below the signatory is to include in its consideration of any matters, private interests or relationships which could or could be seen to influence any decisions taken or to be taken, or the advice you are giving to Transport for London, or that may result in an adverse impact on competition for the purposes of this procurement.

The types of interests and relationships that may need to be disclosed include investments, shareholdings, trusts or nominee companies, company directorships or partnerships, other significant sources of income, significant liabilities, gifts, private business, employment, voluntary, social or personal relationships that could, or could be seen to impact upon your responsibilities and existing or previous involvement that could create a potential, actual or perceived conflict.

If response is yes to any of the questions below please provide full details as a separate attachment

|  |  |
| --- | --- |
| **Questions** | **Yes / No** |
| Are you affiliated or otherwise connected (e.g. in joint venture whether incorporated or unincorporated, partnership, alliance or as a sub-contractor/sub-consultant) with any firm that supplies products, works or services to TfL or is currently tendering to do so? |  |
| In the past 12 months, to the best of your knowledge, has any member of your organisation or your supply chain had any direct or indirect involvement (by way of trading, sharing information, participating in industry for or jointly delivery goods/works/services) with any other company acting as a supplier to TfL? |  |
| At any time in the past 12 months, to the best of your knowledge, has any member of your organisation or supply chain received any gift (other than promotional items) or hospitality from a supplier or employee to TfL? |  |
| At any time in the past twelve months, have you or anyone from your organisation or supply chain given any gift (other than promotional items) or hospitality to an employee of TfL? |  |
| Is there any occasion where you or members of your organisation or supply chain may use TfL resources (equipment, space, supplies or paid individuals) in performing paid or unpaid activities for organisations other than TfL? |  |
| Are there any other activities not reported under the previous questions that may give rise to a conflict of interest with respect to their work with TfL e.g. through personal or working relationships with current or former employees or through prior employment with TfL or third party suppliers or in connection with the **Branding and Website for OSDC**? |  |

I, as representative of all companies associated with the Applicants submission, hereby confirm that I have read and understood the above statements and that I will make full disclosure of interests, relationships and holdings that could potentially result in a conflict of interest.

I agree that if I become aware of any information that might indicate that this disclosure is inaccurate, I will notify TfL promptly and no later than 28 days of becoming aware of such information and undertake to take such action as TfL may reasonably direct.

|  |  |
| --- | --- |
| Signature: |  |
| Name: |  |
| Designation: |  |
| Company: |  |
| Date: |  |

# Non-Collusion Declaration

**Refusal to give this declaration and undertaking will mean that this RFQ submission will not be considered.**

**Declaration**

Expression of interest for: **Branding and Website for OSDC**

I / We declare that:

We have submitted a bona fide response to TfL’s RFQ and that I / We have not fixed or adjusted any responses or information provided in accordance with any agreement with any other person.

I / We have not done and I / we undertake that I/ we will not do at any time before the contract is awarded:

* Communicate to a person other than the person calling for these tenders the amount or approximate amount of the proposed tender except where the disclosure, in confidence, of the approximate amount of the tender was necessary to obtain insurance premium quotations required for the preparation of the tenders;
* Enter into any agreement or arrangement with any other person that he shall refrain from tendering or as to the amount of any tender to be submitted; or
* Offer or pay or give or agree to pay any sum of money or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other tender or proposed tender for the **Branding and Website for OSDC Contract.**
* Any act or thing of the sort described above.

I/ We agree that the terms of the above declaration will form part of any contract with TfL, their servants or agents resulting from the acceptance of my / our tender and that any breach of this declaration and undertaking will be deemed to be a breach of that contract entitling TfL, their servants or agents to determine my / our employment under that contract.

|  |  |  |  |
| --- | --- | --- | --- |
| Signed |  | Date |  |
| Position |  | | |
| For and on behalf of: |  | | |