Oxford Street Development Corporation brand identity and digital design

Scoping paper – August 2025

1. Introduction  
   1. Background
      1. 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.
      2. 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. 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.
      3. The Oxford Street Development Corporation is expected to be established and operational by 1 January 2026.
   2. Requirements overview
      1. To create an externally-facing brand (to include a logo), digital assets and website design for the Oxford Street Development Corporation.
      2. The brand needs to work on a variety of communication assets, including a new website.
   3. Target audience
      1. 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
      2. 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**.**

* 1. Timeline

The website must be live ahead of **1 January 2026**, when the Oxford Street Development Corporation will become operational. The programme for branding and website design should be organised to accommodate this go-live date, so that branding can be incorporated appropriately. This will need to encompass the new logo and reflect the new brand/look and feel.

1. Deliverables  
   1. Brand Identity

Create a consistent, recognisable visual identify for OSDC. The brand must:

* Look professional and high quality.
* Be suitable for both online and offline channels (social media, website, hoardings, leaflets etc.).
* Reflect the ethos of the Oxford Street Development Corporation and the Mayor’s ambitions for its regeneration.

#### 2.2.1 Outputs

* Brand Strategy (e.g. facilitating workshops to agree the values and long-term vision for the brand)
* Provide at least two initial options for the brand identity for discussion and agreement
* Brand Guidelines (edited version or additional section of the MoL Guidelines including logo, colour palette, typeface, style, tone of voice and how this should be applied to assets and in conjunction with other brands).
* Guidance on logo hierarchy as appropriate
* Guidance and templates for use of brand on digital and social media assets e.g. PowerPoint, email, banners, video titles, imagery (including treatment of images) and digital advertising.
* Clear examples of how the brand and digital assets will work as the look and feel for the website
* Consider use of/need for other image types such as illustration, photography or iconography, especially for communicating complex messages
* Demonstrate with examples how imagery can be better and more impactfully incorporated into designs (e.g. event poster, social content, etc)

2.3 Website

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.

#### 2.3.1 Outputs

* Establish key requirements and prioritisation
* Incorporate all aspects of branding into the website development
* Undertake a website design and build process that incorporates multiple stages for feedback and options throughout
* Initial website content, specified by the GLA but designed by Agency to fit the new brand
* Ensure the website in compliant with standards, regulations, and best practice around GDPR, security and accessibility needs,
* Host and support the website for an initial 4 month period following go-live, including incident response, and producing a handover pack / exit plan so that the long-term support and hosting partner can easily adopt/migrate the site (please include this 4 month hosting and transition period in your price, and provide the cost of any extension to hosting / support if needed)
* Handover should include the appropriate training and documentation
* The website must include integration with Modern.Gov (via link) and the OSDC's planning application system (being developed by Arcus)
* Noting that the planning application system will be incorporated into the website, ensure any data processing is GDPR compliant
* Use a UK-based hosting service and hold any data in the UK

*Note the GLA / OSDC expects to own the intellectual property rights website design and content.*

1. Delivery Partner   
   1. Skills & Experience

The Delivery Partner shall:

* Demonstrate it has experience in designing a brand and web presence for a large / equivalent organisation;
* Indicate that it understands what is required to develop a strong, and respected ‘Brand Identity’ including guidelines;
* Provide high calibre, experienced personnel including CVs with appropriate industry skills and experience; and
* Understand London, and the development sector by demonstrating partnerships within London based organisations.

* 1. Delivery Partners Role

The Delivery Partner will provide an Account Lead, being the single point of responsibility to the GLA team for the success of the programme and is responsible for:

* Liaising with the GLA team on a regular basis;
* Requesting any support required from the GLA team to progress the project;
* Sharing initial concepts prior to commencing the bulk of work;
* Prepare a project timeline to ensure key deliverables are met by the deadline;
* Providing a fee schedule alongside the timeline with milestone payments show;
* Attending specific meetings as determined by the GLA team when given appropriate notice;
* Adequately resource the programme so that the deliverables are achieved;

1. Response

Deadline for response: 29/08/2025 by 15:00GMT. Your response should include the following;

* A high-level statement to demonstrate your understanding of the commission, the relevant skills and experience you have and explain the methodology you will use to deliver the project alongside the project programme. This should be as detailed within the RFQ, Appendix 1 and 2 documents.
* A clear fee structure with payment milestones broken down with a cost for each element.
* Top level project timeline with key milestones to ensure the website and brand can be launched on time.