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Planning

Festive Activation at Pier Head and St George's Plateau

Liverpool City Council

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

Notice identifier: 2026/S 000-005449

Procurement identifier (OCID): ocids-h6vhtk-060b7d

Published 21 January 2026, 3:55pm

Scope

Reference

DN804041

Description

Liverpool City Council (LCC) is seeking to elevate its city-wide Christmas offer, strengthening Liverpool's position as one of the UK's leading festive destinations.

Two landmark locations form the cornerstone of this ambition:

- Pier Head - An internationally recognised waterfront space
- St George's Plateau - An iconic and cultural focal point at a key city gateway

LCC is now exploring opportunities to appoint a single operator for each site, or one experienced operator capable of managing both sites collectively, to deliver high-quality, destination-enhancing, festive activation.

The Council's aim is to create welcoming, distinctive and memorable festive experiences that attract visitors, support the local economy, and reinforce Liverpool's status as a top Christmas destination.

Total value (estimated)

- £5,000,000 excluding VAT
- £6,000,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 May 2026 to 30 April 2029
- Possible extension to 30 April 2032
- 6 years

Main procurement category

Services

CPV classifications

- 55000000 - Hotel, restaurant and retail trade services

Contract locations

- UKD72 - Liverpool
-

Engagement

Engagement deadline

5 February 2026

Engagement process description

There will be an engagement event being held on the 9th February 2026 from 12 noon to 1.30pm

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

23 February 2026

Procedure

Special regime

Concession

Contracting authority

Liverpool City Council

- Public Procurement Organisation Number: PRVY-7813-WLPG

Cunard Building

Liverpool

L3 1DS

United Kingdom

Email: commercialprocurement@liverpool.gov.uk

Website: <https://liverpool.gov.uk>

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government