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Tender

Media Buying Agency

Sefton Council

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

Notice identifier: 2025/S 000-019072

Procurement identifier (OCID): ocds-h6vhtk-050d0d

Published 6 May 2025, 12:46pm

Scope

Reference

DN773441

Description

Sefton Tourism and Marketing Southport are looking to engage a media buying agency.

This media work is part of a wider 2025 campaign for Visit Southport and will cover the period from 1st July 2025 to 31st December 2025.

The head office of the bidding agency must be within 50 miles of Southport town centre.

Total value (estimated)

- £80,000 excluding VAT
- £96,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 1 July 2025 to 31 December 2025
- 6 months

Main procurement category

Services

CPV classifications

- 32000000 - Radio, television, communication, telecommunication and related equipment
- 98000000 - Other community, social and personal services

Contract locations

- UKD73 - Sefton

Submission

Deadline for requests to participate

14 May 2025, 12:00pm

Submission address and any special instructions

<https://procontract.due-north.com/>

Tenders may be submitted electronically

Yes

Award criteria

Evaluation Criteria

Quality 80-%

Price 20%

Procedure

Procedure type

Below threshold - open competition

Contracting authority

Sefton Council

- Public Procurement Organisation Number: PTHP-5656-DLCN

1st Floor Magdalen House, Trinity Road

Bootle

L20 3NJ

United Kingdom

Contact name: Ms Joanna Bodziany

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

Region: UKD73 - Sefton

Organisation type: Public authority - sub-central government