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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

httns:/	/nrocon	tract o	lue-north	com
HILLDS./		uaci.u	100-110111	1.60111/

# 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

Telephone: +44 1519344068

Email: joanna.bodziany@sefton.gov.uk

Website: <a href="https://www.sefton.gov.uk/">https://www.sefton.gov.uk/</a>

Region: UKD73 - Sefton

Organisation type: Public authority - sub-central government