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Tender

Marketing Campaign and Graphic Design Support Brief

UNIVERSITY OF LIVERPOOL

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Procurement identifier (OCID): ocds-h6vhtk-050d4f

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Scope

Reference

2025/05/FT

Description

The Civic Data Cooperative is seeking a proposal and quotes for marketing and graphic design support on a series of projects as we head towards wrapping up our core operations in 2026.

While our work streams will continue past this date - we would like to produce a series of legacy reports and a public-facing campaign about data stewardship in the Liverpool City Region.

Please see the RFQ document for estimated contract dates per Lot.

We are seeking a partner(s) who could work with us over the next 12 months. Specifically,

we are seeking graphic design support for our five reports and the delivery of a public-facing marketing campaign.

Please review

Total value (estimated)

- £80,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 20 May 2025 to 1 February 2026
- 8 months, 13 days

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)

- UKG - West Midlands (England)
 - UKH - East of England
 - UKI - London
 - UKJ - South East (England)
 - UKK - South West (England)
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Lot 1. Graphic Design Support

Description

Full graphic design support for six reports and associated materials in the same style aligned to CDC branding.

Deadline for completion: February 2026

Lot value (estimated)

- £35,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 2. Public-facing data and AI marketing campaign

Description

Recommendations, strategy, and delivery on public-facing marketing plan, web content, and social media support.

Includes design and delivery of a page on the Civic Data Cooperative website aligned to public campaign and Charter Report.

Deadline for completion: December 2025

Lot value (estimated)

- £30,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 3. Video

Description

5-minute public-facing video aligned to marketing campaign.

Deadline for completion: December 2025

Lot value (estimated)

- £15,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Participation

Particular suitability

Lot 1. Graphic Design Support

Lot 2. Public-facing data and AI marketing campaign

Lot 3. Video

Small and medium-sized enterprises (SME)

Submission

Tender submission deadline

14 May 2025, 3:00pm

Submission address and any special instructions

Please submit returns to:

cdc.info@liverpool.ac.uk

Tenders may be submitted electronically

No

Award criteria

Submissions will be evaluated on the basis of both price and proposal.

Procedure

Procedure type

Below threshold - open competition

Contracting authority

UNIVERSITY OF LIVERPOOL

- Companies House: RC000660
- Public Procurement Organisation Number: PYNH-9859-XVMD

Foundation Building, 765 Brownlow Hill

Liverpool

L69 7ZX

United Kingdom

Contact name: Chantelle Murphy

Email: cdc.info@liverpool.ac.uk

Website: <http://www.liverpool.ac.uk>

Region: UKD72 - Liverpool

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)