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Tender

## **Marketing Campaign and Graphic Design Support Brief**

UNIVERSITY OF LIVERPOOL

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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.

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 see the RFQ document for estimated contract dates per Lot.

### **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.

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## **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.

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## **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.

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## **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)

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## **Submission**

### **Tender submission deadline**

14 May 2025, 3:00pm

### **Submission address and any special instructions**

Please submit returns to:

[cdc.info@liverpool.ac.uk](mailto:cdc.info@liverpool.ac.uk)

**Tenders may be submitted electronically**

No

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## **Award criteria**

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

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## **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](mailto: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)