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Tender

Marketing Campaign and Graphic Design Support Brief

UNIVERSITY OF LIVERPOOL

UK4: Tender notice - Procurement Act 2023 - view information about notice types

Notice identifier: 2025/S 000-019178

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

Published 6 May 2025, 3:57pm

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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

• UKD - North West (England)

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 Al 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 Al 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
To submit returns, and request a copy of the RFQ document containing the Specification and full instructions, please contact:
cdc.info@liverpool.ac.uk
Tondovo mov bo oubmitted electronically
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)