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Award

The City of Liverpool College - Marketing & Communications Services

The City of Liverpool College

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-020082

Procurement identifier (OCID): ocids-h6vhtk-04ee70 ([view related notices](#))

Published 9 May 2025, 1:43pm

Scope

Reference

T: 2024 - 014

Description

The provision of a full service agency to support all the College's marketing, PR and public affairs requirements for one year with the option to extend for one further year.

Contract 1. Marketing & Communications Services

Supplier

- AGENT MARKETING LIMITED

Contract value

- £347,900 excluding VAT
- £417,480 including VAT

Above the relevant threshold

Award decision date

9 May 2025

Date assessment summaries were sent to tenderers

9 May 2025

Standstill period

- End: 20 May 2025
- 8 working days

Earliest date the contract will be signed

21 May 2025

Contract dates (estimated)

- 1 August 2025 to 31 July 2026
- Possible extension to 31 July 2027
- 2 years

Description of possible extension:

One optional year extension included within this tender process.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKD72 - Liverpool

Information about tenders

- 15 tenders received
- 4 tenders assessed in the final stage:
 - 4 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts

- 3 suppliers unsuccessful (details included for contracts over £5 million)

Submission

Submission type

Tenders

Procedure

Procedure type

Competitive flexible procedure

Special regime

Concession

Supplier

AGENT MARKETING LIMITED

- Companies House: 05813665
- Public Procurement Organisation Number: PCNH-5731-JMBZ

43 Jordan Street

Liverpool

L1 0BW

United Kingdom

Email: sales@agentmarketing.co.uk

Region: UKD72 - Liverpool

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Marketing & Communications Services

Contracting authority

The City of Liverpool College

- UK Register of Learning Providers (UKPRN number): 10003955
- Public Procurement Organisation Number: PZGX-5416-YRGY

The City of Liverpool College

The Learning Exchange, Liverpool

L1 9DW

United Kingdom

Contact name: Tina Smith

Email: payments@liv-coll.ac.uk

Website: <http://www.liv-coll.ac.uk>

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government