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Tender

## **Visit Liverpool Media Brief 2025 - Summer / Christmas Campaign Tender**

Liverpool City Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-020230

Procurement identifier (OCID): ocds-h6vhtk-051035 ([view related notices](#))

Published 9 May 2025, 5:15pm

### **Scope**

### **Description**

Liverpool City Council is delivering campaigns that are seasonal, working with travel partner Avanti West Coast Trains. Summer and Christmas are key periods for the city region to encourage visitors to add LCR to their travel plans for city breaks and day visits.

A media campaign is required to amplify campaign messaging, increase visits to the website and social media engagement. New creative will be provided for both campaigns and there will be a dedicated landing page on [VisitLiverpool.com](https://www.visitliverpool.com) as the call to action.

### **Total value (estimated)**

- £90,000 excluding VAT
- £108,000 including VAT

Below the relevant threshold

## **Contract dates (estimated)**

- 9 June 2025 to 8 June 2026
- 1 year

## **Main procurement category**

Services

## **CPV classifications**

- 79413000 - Marketing management consultancy services

## **Contract locations**

- UKD72 - Liverpool

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## **Participation**

### **This procurement is reserved for**

- UK suppliers
- Small and medium-sized enterprises (SMEs) and voluntary, community and social enterprises (VCSEs)

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## Submission

### Enquiry deadline

19 May 2025, 12:00pm

### Tender submission deadline

23 May 2025, 12:00pm

### Submission address and any special instructions

<https://procontract.due-north.com/Opportunities/Index?resetFilter=True&applyFilter=True&p=e0cc5631-4690-e511-80fb-000c29c9ba21&v=1>

### Tenders may be submitted electronically

Yes

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## Award criteria

Once the tender has closed submissions will be sent to evaluators and scored between 1 and 5. From this evaluation and scoring a moderation is planned to go through all the scores from the evaluators, once there is an agreement on all the scores the highest scoring supplier is populated using the quality, social value and price elements of their submission and declared the winning bidder.

## Procedure

### Procedure type

Below threshold - open competition

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## Contracting authority

### Liverpool City Council

- Public Procurement Organisation Number: PRVY-7813-WLPG

Cunard Building

Liverpool

L3 1DS

United Kingdom

Email: [commercialprocurement@liverpool.gov.uk](mailto:commercialprocurement@liverpool.gov.uk)

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government