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Tender

M62 Digital Advertising Screens/ Towers

Liverpool City Council

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

Notice identifier: 2025/S 000-028927

Procurement identifier (OCID): ocds-h6vhtk-051ca3 ([view related notices](#))

Published 30 May 2025, 4:36pm

Scope

Reference

DN769335

Description

Liverpool City Council is seeking an established media owner partner or partners to successfully manage a commercial digital outdoor advertising, gateway location in this distinctive global city. The pair of digital advertising towers adjacent to the slip road off of the M62 entering Liverpool by Bowring Park has two funding and bidding options that bidders may bid for one or the other or both options.

This opportunity has been divided into two separate lots. However, only one (1) contract will be awarded under this process, and it will be awarded via one of the two lots only.

Total value (estimated)

- £11,500,000 excluding VAT

- £13,800,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 30 November 2025 to 29 November 2035
- 10 years

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services

Contract locations

- UKD72 - Liverpool

Lot constraints

Description of how multiple lots may be awarded:

This opportunity has been divided into two separate lots. However, only one (1) contract will be awarded under this process, and it will be awarded via one of the two lots only.

Lot 1. Option A - Media Owner Capex Funded

Description

To commercially sell the advertising on the digital displays to fund a commercial annual rent to the landlord, Liverpool City Council, subject to advertiser / content restrictions included with the Lease between the Council and the media owner. And;

To make necessary upgrades and maintain and operate a pair of digital advertising towers on each side the raised M62 slip road as it enters Liverpool at Bowring Park.

The upgrades, maintenance and operation to be funded by the media owner.

Lot value (estimated)

- £5,750,000 excluding VAT
- £6,900,000 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. Option B - Landlord Capex Funded

Description

To commercially sell the advertising on the digital displays on a sales agent basis to fund a commercial annual revenue to Liverpool City Council, subject to advertiser / content

restrictions included with the Lease between the Council and the media owner. And;

To make necessary upgrades, maintain and operate a pair of digital advertising towers on each side the raised M62 slip road as it enters Liverpool at Bowring Park.

The upgrade, maintenance and operation to be initially funded by the media owner and upon successful, satisfactory completion of the upgrades/ refurbishment and transparent presentation of final cost accounting the cost of this upgrade/ refurbishment to be refunded by Liverpool City Council.

Lot value (estimated)

- £5,750,000 excluding VAT
- £6,900,000 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

Legal and financial capacity conditions of participation

Lot 1. Option A - Media Owner Capex Funded

Lot 2. Option B - Landlord Capex Funded

Please review tender documents for more information.

Technical ability conditions of participation

Lot 1. Option A - Media Owner Capex Funded

Lot 2. Option B - Landlord Capex Funded

Please review tender documents for more information.

Submission

Enquiry deadline

20 June 2025, 12:00pm

Tender submission deadline

30 June 2025, 12:00pm

Submission address and any special instructions

<https://procontract.due-north.com/Advert?advertId=83a58945-4f3d-f011-8136-005056b64545&fromRfxSummary=True&rfxId=76d55463-503d-f011-8136-005056b64545>

Reference: DN769335

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

23 September 2025

Recurring procurement

Publication date of next tender notice (estimated): 30 May 2035

Award criteria

Name	Description	Type	Weighting
Price	Price	Price	75%
Quality	Quality	Quality	15%
Social Value	Social Value	Quality	10%

Other information**Payment terms**

Please review tender documents for more information.

Description of risks to contract performance

Please review tender documents for more information.

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Special regime

Concession

Justification for not publishing a preliminary market engagement notice

Market engagement was conducted prior to the launch of PA2023 and the new CDP. The ProContract reference for this was DN734527 and was published on 24th July 2024 with a closing date of 20th August 2024 at 17:30.

Documents

Associated tender documents

[Submission Guidance.docx](#)

Contracting authority

Liverpool City Council

- Public Procurement Organisation Number: PRVY-7813-WLPG

Cunard Building

Liverpool

L3 1DS

United Kingdom

Contact name: Jessica Thomas

Telephone: 0151 351 0959

Email: commercialprocurement@liverpool.gov.uk

Website: <https://liverpool.gov.uk/>

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government