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Tender

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

Liverpool City Council

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

Notice identifier: 2025/S 000-031787

Procurement identifier (OCID): ocds-h6vhtk-054754 ([view related notices](#))

Published 12 June 2025, 10:37am

### **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)**

- 23 June 2025 to 22 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

### Tender submission deadline

19 June 2025, 10:00am

### Submission address and any special instructions

<https://procontract.due-north.com/Opportunities/Index?v=2>

### Tenders may be submitted electronically

Yes

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## Award criteria

Suppliers will be asked to submit a response to quality questions with a weighting of 50%, They will also be asked to submit a price element with a 40% weighting, there is also a 10 % social value weighing in this tender. Once the tender closes bids will be scored and moderated with a winning bid being determined by their moderated quality scores combined with the price and social value elements.

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## 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