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Tender

LJMU2507 Outdoor Advertising

Liverpool John Moores University

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

Notice identifier: 2025/S 000-038375

Procurement identifier (OCID): ocds-h6vhtk-055b79

Published 8 July 2025, 4:46pm

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Scope

Reference

LJMU2507

Description

.LJMU wants to run high profile Out-of-Home advertising campaigns to raise the profile, aid student recruitment and build the reputation of LJMU within the Liverpool city region and beyond. Primarily we would like premium sites on key arterial routes into Liverpool City Centre.

We are looking for an agency who knows the area well and can plan campaigns to provide the optimum visibility within the available budget. We are also looking for someone who can potentially add value by offering alternative advertising opportunities over and above regular billboards.

We are looking for an agency that is as passionate about achieving our goals as we are,

working with us in a flexible, supportive way. We are looking to build a strong working partnership between the agency and our in-house team with regular catch-up meetings, activity and analytics reports

Total value (estimated)

- £1,240,000 excluding VAT
- £1,240,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 15 September 2025 to 14 September 2027
- Possible extension to 14 September 2029
- 4 years

Description of possible extension:

The Contract may be extended beyond the Initial Term on a maximum of 2 (two) occasions, for a period of up to 1 (one) year on each occasion (each a "Renewal Period") at the Authority's sole discretion, by the Authority giving the Contractor not less than 1 (one) months' notice prior to the expiry of the Initial Term or the Renewal Period (as applicable).

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UK - United Kingdom

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

22 July 2025, 12:00pm

Tender submission deadline

4 August 2025, 12:00pm

Submission address and any special instructions

All information relevant to this opportunity can be found on the Central Digital Platform
<https://in-tendhost.co.uk/ljmu.aspx/Home>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

25 August 2025

Award criteria

| Name | Description | Type | Weighting |
|----------------------|--|-------------|------------------|
| Quality including SV | 80% Quality which includes social value please refer to the ITT documents LJMU2507 | Quality | 80% |
| Price | 20% of weighting please refer to ITT Document LJMU2507 | Cost | 20% |

Other information**Conflicts assessment prepared/revised**Yes

Procedure

Procedure type

Open procedure

Justification for not publishing a preliminary market engagement notice

RFI Undertaken on the PCR 2015 regime

Documents

Associated tender documents

<https://in-tendhost.co.uk/ljmu.aspx/Home>

Please refer to the In-tend portal to download the required documents and submit your ITT

Contracting authority

Liverpool John Moores University

- UK Register of Learning Providers (UKPRN number): 10003957

- Public Procurement Organisation Number: PVBW-3417-ZCNN

Student Life Building, 10 Copperas Hill

Liverpool

L3 5AH

United Kingdom

Email: PurchaseOrderQueries@ljmu.ac.uk

Website: <http://www.ljmu.ac.uk/>

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government