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Contract

Visit Liverpool Media 2025 - Summer / Christmas Campaign

Liverpool City Council

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-044237

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

Published 30 July 2025, 12:38pm

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.

Contract 1. Visit Liverpool Media 2025 - Summer / Christmas

Campaign

Supplier

- SOCIALIKE MEDIA LTD

Contract value

- £85,648 excluding VAT
- £102,777.60 including VAT

Below the relevant threshold

Date signed

30 June 2025

Contract dates

- 30 June 2025 to 29 June 2026
- Possible extension to 28 December 2026
- 1 year, 5 months, 29 days

Description of possible extension:

The Authority may extend this agreement beyond the Initial Term by a further period (6 months). If the Authority wishes to extend this agreement, it shall give the Consultant at least 1 months' written notice of such intention before the expiry of the Initial Term or Extension Period.

Main procurement category

Services

CPV classifications

- 79341100 - Advertising consultancy services
- 79341400 - Advertising campaign services

Contract locations

- UKD72 - Liverpool

Procedure

Procedure type

Below threshold - open competition

Supplier

SOCIALIKE MEDIA LTD

- Companies House: 12089041
- Public Procurement Organisation Number: PVDH-6835-QQYM

20/24 Mathew Street

Liverpool

L2 6RE

United Kingdom

Email: david@springboardda.com

Website: <https://springboardda.com/>

Region: UKD72 - Liverpool

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Visit Liverpool Media 2025 - Summer / Christmas Campaign

Contracting authority

Liverpool City Council

- Public Procurement Organisation Number: PRVY-7813-WLPG

Cunard Building

Liverpool

L3 1DS

United Kingdom

Email: commercialprocurement@liverpool.gov.uk

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government