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Award

## **Visit Liverpool Creative Campaign Summer Christmas 25**

Liverpool City Council

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-046847

Procurement identifier (OCID): ocds-h6vhtk-050f81 ([view related notices](#))

Published 7 August 2025, 11:52am

### **Scope**

### **Description**

Liverpool City Council is looking to appoint a provider to develop x2 seasonal campaigns aimed at promoting Liverpool City Region (LCR) as an affordable yet eclectic destination for mid-week and weekend city breaks.

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**Contract 1. Liverpool City Council is looking to appoint a provider to develop x2 seasonal campaigns aimed at promoting Liverpool City Region (LCR) as an affordable yet eclectic destination for mid-week and weekend city breaks.**

## **Supplier**

- AGENT MARKETING LIMITED

## **Contract value**

- £28,875 excluding VAT
- £34,650 including VAT

Below the relevant threshold

## **Award decision date**

5 June 2025

## **Earliest date the contract will be signed**

7 August 2025

## **Contract dates (estimated)**

- 7 August 2025 to 8 June 2026
- 10 months, 2 days

## **Main procurement category**

Services

## **CPV classifications**

- 79341100 - Advertising consultancy services

## **Contract locations**

- UKD72 - Liverpool

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## **Information about tenders**

- 16 tenders received
- 16 tenders assessed in the final stage:
  - 16 submitted by small and medium-sized enterprises (SME)
  - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 15 suppliers unsuccessful (details included for contracts over £5 million)

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## **Supplier**

**AGENT MARKETING LIMITED**

- Companies House: 05813665
- Public Procurement Organisation Number: PCNH-5731-JMBZ

43 Jordan Street

Liverpool

L1 0BW

United Kingdom

Email: [sales@agentmarketing.co.uk](mailto:sales@agentmarketing.co.uk)

Website: <https://www.agentmarketing.co.uk>

Region: UKD72 - Liverpool

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Liverpool City Council is looking to appoint a provider to develop x2 seasonal campaigns aimed at promoting Liverpool City Region (LCR) as an affordable yet eclectic destination for mid-week and weekend city breaks.

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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