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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.

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)
-

Procedure

Procedure type

Below threshold - open competition

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

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.

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