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Planning

Liverpool City Region Visitor Economy Media Agency Engagement Expression of Interest

Liverpool City Region Combined Authority

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-056659

Procurement identifier (OCID): ocds-h6vhtk-059a84

Published 15 September 2025, 3:55pm

Scope

Reference

DN790197

Description

The Liverpool City Region Combined Authority (LCRCA), in collaboration with Northwest regional partners, is preparing to launch a tender opportunity for media agencies to support the development and delivery of a bespoke marketing campaign. This initiative will position Liverpool John Lennon Airport (LJLA) as the gateway to the Northwest of England, with a strategic focus on the Paris Charles De Gaulle (CDG) route.

Campaign Objective: To promote the Northwest as a compelling visitor destination to a French audience of experience seekers, leveraging LJLA as the entry point to a diverse range of regional experiences. The campaign will aim to drive visitor dispersal across partner regions through curated travel itineraries and collaboration with travel partners.

Key Campaign Features:

Target audience: French experience seekers

Route focus: Paris CDG to LJLA

Campaign period: November 2025 - March 2026

Regional dispersal: Encouraging travel across Northwest partner destinations

Content strategy: Use of themed itineraries and curated experiences to support dispersal

Interested media agencies will be invited to demonstrate their capability in strategic campaign planning, creative delivery, and partnership engagement. The tender will seek innovative approaches to audience targeting, storytelling, and measurable impact.

Formal tender documentation will be released in due course. Agencies wishing to express interest in this upcoming opportunity are encouraged to register their details and monitor updates via the LCRCA procurement portal via <https://procontract.due-north.com/SupplierRegistration/Register>. Here you will be able to register and search for the EOI details.

Total value (estimated)

- £0 excluding VAT
- £0 including VAT

Below the relevant threshold

Contract dates (estimated)

- 1 November 2025 to 31 March 2026
- 5 months

Main procurement category

Services

CPV classifications

- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services
- 79400000 - Business and management consultancy and related services

Contract locations

- UKD72 - Liverpool

Engagement

Engagement deadline

23 September 2025

Engagement process description

The future potential tender opportunity is to promote the Northwest as a visitor destination to a French experience seeker audience using LJLA as the gateway to a myriad of experiences and linking in travel partners to support the dispersal of visitors across partner regions. The outline campaign specifics are:

- a. Focus on French audience of experience seekers.
- b. Using the route from Paris CDG airport to LJLA
- c. Campaign period Nov 25 - Mar 26

d. Encourage dispersal across the regional partners

e. Use travel itineraries and curated travel experiences to support dispersal

Suppliers will need to submit their EOI via the procurement portal as detailed in the advert. Suppliers will also need to submit a 500 word proposal via the procurement portal. The submission deadline is 23rd September 2025 @ 12:00 midday

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

1 October 2025

Procedure

Special regime

Light touch

Contracting authority

Liverpool City Region Combined Authority

- Public Procurement Organisation Number: PNDZ-8253-CJJM

1 Mann Island

Liverpool

L3 1BP

United Kingdom

Email: Procurement@liverpoolcityregion-ca.gov.uk

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government