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Planning

Liverpool City Region Visitor Economy Creative 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 000-056674

Procurement identifier (OCID): ocds-h6vhtk-059a92

Published 15 September 2025, 4:05pm

Scope

Reference

DN790689

Description

We are looking to partner with a creative agency to develop the strategy and deliver a suite of creative assets, including strapline and copy for web page and social media posts.

For the purpose of this brief, we are looking to partner with an agency who combine strategy and creative to:

- a. Develop a strategy that delivers the objectives through engaging and compelling creative
- b. Draft campaign straplines, copy for advertorial, blogs, itineraries, and social media posts

c. Bring Liverpool City Region and other project partners to life through innovative, unique and contemporary creative that will be used across all platforms.

d. Produce a timeline that identifies

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

- 79310000 - Market research services
- 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 potential future tender opportunity will be 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

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.duenorth.com/SupplierRegistration/Register>. Here you will be able to register and search for the EOI details.

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