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Award

LJMU2507 Outdoor Advertising

Liverpool John Moores University

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

Notice identifier: 2025/S 000-058284

Procurement identifier (OCID): ocds-h6vhtk-055b79 ([view related notices](#))

Published 19 September 2025, 6:13pm

Scope

Reference

LJMU2507

Description

2.1 LJMU wants to run high profile Out-of-Home advertising campaigns to raise the profile, aid student recruitment and build the reputation of LJMU within the Liverpool city region and beyond. Primarily we would like premium sites on key arterial routes into Liverpool City Centre.

We are looking for an agency who knows the area well and can plan campaigns to provide the optimum visibility within the available budget. We are also looking for someone who can potentially add value by offering alternative advertising opportunities over and above regular billboards.

We are looking for an agency that is as passionate about achieving our goals as we are, working with us in a flexible, supportive way. We are looking to build a strong working partnership between the agency and our in-house team with regular catch-up meetings, activity and analytics reports.

Contract 1. LJMU2507 Outdoor Advertising

Supplier

- PUBLIC SECTOR MEDIA LTD

Contract value

- £720,000 excluding VAT
- £720,000 including VAT

Above the relevant threshold

Award decision date

19 September 2025

Date assessment summaries were sent to tenderers

19 September 2025

Standstill period

- End: 30 September 2025
- 8 working days

Earliest date the contract will be signed

2 October 2025

Contract dates (estimated)

- 2 October 2025 to 1 October 2027
- Possible extension to 1 October 2029
- 4 years

Description of possible extension:

5.3 The Contract may be extended beyond the Initial Term on a maximum of 2 (two) occasions, for a period of up to 1 (one) year on each occasion (each a "Renewal Period") at the Authority's sole discretion, by the Authority giving the Contractor not less than 1 (one) months' notice prior to the expiry of the Initial Term or the Renewal Period (as applicable).

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UK - United Kingdom

Information about tenders

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

Procedure

Procedure type

Open procedure

Supplier

PUBLIC SECTOR MEDIA LTD

- Companies House: 14861405
- Public Procurement Organisation Number: PNDR-2695-DWNT

Suite 4102 Charlotte House Queens Business Dock

Liverpool

L1 0BG

United Kingdom

Email: admin@publicsectormedia.co.uk

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

Region: UKD72 - Liverpool

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. LJMU2507 Outdoor Advertising

Contracting authority

Liverpool John Moores University

- UK Register of Learning Providers (UKPRN number): 10003957
- Public Procurement Organisation Number: PVBW-3417-ZCNN

Student Life Building, 10 Copperas Hill

Liverpool

L3 5AH

United Kingdom

Email: PurchaseOrderQueries@ljmu.ac.uk

Website: <http://www.ljmu.ac.uk/>

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government