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Contract

Design and Campaign Management Agency

Sefton Metropolitan Borough Council

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-062153

Procurement identifier (OCID): ocds-h6vhtk-05a7ea

Published 3 October 2025, 1:36pm

Scope

Reference

DN773429

Description

Sefton Tourism and Marketing Southport are looking to engage an agency to;

Plan and manage the 2025 Destination campaign (half year from 1 July to 31 December 2025).

The head office of the successful agency must be within 50 miles of Southport town centre (PR8 1DA).

The agency must have previous experience of working with a destination. This would not include the marketing of individual attractions, leisure centres etc.

Contract 1. Design and Campaign Management Agency

Supplier

- Agent Marketing

Contract value

- £116,612 excluding VAT
- £139,934 including VAT

Below the relevant threshold

Date signed

3 June 2025

Contract dates

- 20 July 2025 to 31 December 2025
- 5 months, 12 days

Main procurement category

Services

CPV classifications

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

Contract locations

- UK - United Kingdom

Procedure

Procedure type

Below threshold - without competition

Supplier

Agent Marketing

43 Jordan Street

Liverpool

L1 0BW

United Kingdom

Email: info@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. Design and Campaign Management Agency

Contracting authority

Sefton Metropolitan Borough Council

- Public Procurement Organisation Number: PTHP-5656-DLCN

Bootle Town Hall

Bootle

L20 7AE

United Kingdom

Email: cdp@sefton.gov.uk

Website: <http://sefton.gov.uk>

Region: UKD73 - Sefton

Organisation type: Public authority - sub-central government