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Tender

Liverpool City Region Destination Welcome Training Scheme

Liverpool City Region Combined Authority

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-071233

Procurement identifier (OCID): ocids-h6vhtk-05dadd

Published 5 November 2025, 12:26pm

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Scope

Reference

DN796532

Description

A collaboration of Liverpool City Region (LCR) businesses and public partners are working together to promote LCR as a complete destination with the aim of attracting more visitors, increasing duration of stay and dispersing them across the region. The project, which has several interwoven and mutually supporting workstreams, aims to boost tourist numbers to the region and ensure that they and their wealth are dispersed

across all of the city region's products. The workstreams are:

- Destination Marketing to Business & Leisure Markets (Led by LCR Destination Partnership (DP)) - a strategic approach to destination marketing across the city region with individual public and private partners plugged into an overarching campaign strategy.
- Route Development (Led by LJLA) - developing inbound routes and relationships with airlines to support the increase in international visitors.
- Digital Development (Led by LCR DP) - the development of three destination websites (Liverpool, Southport & Wirral).
- Destination Welcome (Led by LJLA) (see below)
- Research & Evaluation (Led by Northwest Research) - primary research in visitor destinations and analysis of digital campaigns.

Total value (estimated)

- £40,000 excluding VAT
- £50,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 21 November 2025 to 31 March 2026
- 4 months, 10 days

Main procurement category

Services

CPV classifications

- 63513000 - Tourist information services

Contract locations

- UKD72 - Liverpool

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

14 November 2025, 12:00pm

Tender submission deadline

19 November 2025, 12:00pm

Submission address and any special instructions

To view the tender pack and be able to respond to this tender opportunity. Please visit:

<https://procontract.due-north.com> if you are already registered and you will be able to search for the tender opportunity via the project name or the DN reference number.

Or if you need to register please visit:

<https://procontract.duenorth.com/SupplierRegistration/Register>

Tenders may be submitted electronically

No

Award criteria

This procurement as the contract value is capped to a set amount in line with the grant funding.

The Quality Weighting is there for been given 100%

Procedure

Procedure type

Below threshold - open competition

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