

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/071302-2025>

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 000-071302

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

Published 5 November 2025, 2:33pm

### **Changes to notice**

This notice has been edited. The [previous version](#) is still available.

extended the submission deadline

### **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)**

- 5 December 2025 to 31 March 2026
- 3 months, 27 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**

19 November 2025, 12:00pm

### **Tender submission deadline**

28 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](mailto:Procurement@liverpoolcityregion-ca.gov.uk)

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government