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Planning

Visitor Footfall and Analytics Solution

Liverpool City Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-076814

Procurement identifier (OCID): ocds-h6vhtk-05e83b

Published 25 November 2025, 12:05pm

Scope

Reference

PR1255

Description

Liverpool City Council is conducting this Pre-Market Engagement to gather market intelligence for a potential future procurement of a visitor footfall and analytics solution.

Our historic venues such as St. George's Hall, Town Hall, and Croxteth Hall, host a wide array of public services, cultural events, and private functions. To enhance our strategic planning, operational efficiency, and visitor experience, we are exploring the market for a modern, reliable, and accurate analytics solution.

Total value (estimated)

- £24,000 excluding VAT

- £30,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 31 March 2026 to 30 March 2030
- Possible extension to 30 September 2030
- 4 years, 6 months, 1 day

Main procurement category

Services

CPV classifications

- 71700000 - Monitoring and control services

Contract locations

- UKD72 - Liverpool

Engagement

Engagement deadline

16 December 2025

Engagement process description

Pre-Market Engagement for Visitor Footfall Tracker and Analytic Solution for Liverpool City Council.

Submissions for expression of interest will close on 16/12/2025. To be submitted via ProContract.

Contracting authority

Liverpool City Council

- Public Procurement Organisation Number: PRVY-7813-WLPG

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Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government