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Tender

The City of Liverpool College Dynamic Purchasing System (DPS) Marketing and Communications

The City of Liverpool College

F02: Contract notice

Notice identifier: 2025/S 000-077312

Procurement identifier (OCID): ocds-h6vhtk-05e95a

Published 26 November 2025, 2:37pm

Section I: Contracting authority

I.1) Name and addresses

The City of Liverpool College

The Learning Exchange, 52 Roscoe Street

Liverpool

L1 9DW

Contact

Tina Smith

Email

tina.smith@liv-coll.ac.uk

Telephone

+44 1512523243

Country

United Kingdom

NUTS code

UKD72 - Liverpool

Internet address(es)

Main address

<https://in-tendhost.co.uk/tcolc>

Buyer's address

www.liv-coll.ac.uk

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/tcolc/asp/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

The City of Liverpool College Dynamic Purchasing System (DPS) Marketing and Communications

Reference number

T: 2021 013

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The City of Liverpool College intend to create a Dynamic Purchasing System (DPS) for our Marketing provision over 4 x separate lots. Suppliers who are awarded a place on the DPS will be invited to participate in a further mini-competition for each of the 4 x lots. The DPS will be in place until such time as the College no longer requires it or it is replaced by a revised DPS. All communications with The City of Liverpool College should be carried out using the correspondence section of the In-Tend Portal.

II.1.5) Estimated total value

Value excluding VAT: £150,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for maximum number of lots

4

Maximum number of lots that may be awarded to one tenderer: 4

II.2) Description

II.2.1) Title

Media Relations, Public Affairs & International Communications

Lot No

Lot 1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79416100 - Public relations management services
- 79416000 - Public relations services
- 79416200 - Public relations consultancy services

II.2.3) Place of performance

NUTS codes

- UKD72 - Liverpool

Main site or place of performance

The City of Liverpool College

II.2.4) Description of the procurement

The City of Liverpool College intend to create a Dynamic Purchasing System (DPS) for our Marketing provision over 4 x separate lots. Suppliers who are awarded a place on the DPS will be invited to participate in a further mini-competition for each of the 4 x lots. The DPS will be in place until such time as the College no longer requires it or it is replaced by a revised DPS. All communications with The City of Liverpool College should be carried out using the correspondence section of the In-Tend Portal.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

Framework mini competitions will be carried out during the length of the DPS

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 6

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Brand & Proposition Development

Lot No

Lot 2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKD72 - Liverpool

Main site or place of performance

The City of Liverpool College

II.2.4) Description of the procurement

The City of Liverpool College intend to create a Dynamic Purchasing System (DPS) for our Marketing provision over 4 x separate lots. Suppliers who are awarded a place on the DPS will be invited to participate in a further mini-competition for each of the 4 x lots. The DPS will be in place until such time as the College no longer requires it or it is replaced by a revised DPS. All communications with The City of Liverpool College should be carried out using the correspondence section of the In-Tend Portal.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

Mini Competitions will be held

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 6

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Marketing Campaign Planning, Delivery & Design Services

Lot No

Lot 3

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79416200 - Public relations consultancy services
- 79416000 - Public relations services
- 79342000 - Marketing services
- 79416100 - Public relations management services

II.2.3) Place of performance

NUTS codes

- UKD72 - Liverpool

Main site or place of performance

The City of Liverpool College

II.2.4) Description of the procurement

The City of Liverpool College intend to create a Dynamic Purchasing System (DPS) for our Marketing provision over 4 x separate lots. Suppliers who are awarded a place on the DPS will be invited to participate in a further mini-competition for each of the 4 x lots. The DPS will be in place until such time as the College no longer requires it or it is replaced by a revised DPS. All communications with The City of Liverpool College should be carried out using the correspondence section of the In-Tend Portal.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement

documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

Mini competitions will be used for this contract

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 6

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Content Generation & Management

Lot No

Lot 4

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79416200 - Public relations consultancy services
- 79416000 - Public relations services
- 79342000 - Marketing services
- 79416100 - Public relations management services

II.2.3) Place of performance

NUTS codes

- UKD72 - Liverpool

Main site or place of performance

The City of Liverpool College

II.2.4) Description of the procurement

The City of Liverpool College intend to create a Dynamic Purchasing System (DPS) for our Marketing provision over 4 x separate lots. Suppliers who are awarded a place on the DPS will be invited to participate in a further mini-competition for each of the 4 x lots. The DPS will be in place until such time as the College no longer requires it or it is replaced by a revised DPS. All communications with The City of Liverpool College should be carried out using the correspondence section of the In-Tend Portal.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

Mini Competitions will be held for this contract

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 6

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

The City of Liverpool College intend to create a Dynamic Purchasing System (DPS) for our Marketing provision over 4 x separate lots. Suppliers who are awarded a place on the DPS will be invited to participate in a further mini-competition for each of the 4 x lots. The DPS will be in place until such time as the College no longer requires it or it is replaced by a revised DPS. All communications with The City of Liverpool College should be carried out using the correspondence section of the In-Tend Portal.

III.1.3) Technical and professional ability

List and brief description of selection criteria

The City of Liverpool College intend to create a Dynamic Purchasing System (DPS) for our Marketing provision over 4 x separate lots. Suppliers who are awarded a place on the DPS will be invited to participate in a further mini-competition for each of the 4 x lots. The DPS will be in place until such time as the College no longer requires it or it is replaced by a revised DPS. All communications with The City of Liverpool College should be carried out using the correspondence section of the In-Tend Portal.

III.2) Conditions related to the contract

III.2.1) Information about a particular profession

Execution of the service is reserved to a particular profession

Reference to the relevant law, regulation or administrative provision

The City of Liverpool College intend to create a Dynamic Purchasing System (DPS) for our Marketing provision over 4 x separate lots. Suppliers who are awarded a place on the DPS will be invited to participate in a further mini-competition for each of the 4 x lots. The DPS will be in place until such time as the College no longer requires it or it is replaced by a revised DPS. All communications with The City of Liverpool College should be carried out using the correspondence section of the In-Tend Portal.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 10

The procurement involves the setting up of a dynamic purchasing system

In the case of framework agreements, provide justification for any duration exceeding 4 years:

Contracts would be retendered via a mini competition prior to end of 4 years

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

31 July 2027

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 1 August 2027

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

The City of Liverpool College

The Learning Exchange, 52 Roscoe Street

Liverpool

L1 9DW

Email

tina.smith@liv-coll.ac.uk

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

The City of Liverpool College

The Learning Exchange, 52 Roscoe Street

Liverpool

L1 9DW

Email

tina.smith@liv-coll.ac.uk

Country

United Kingdom

Internet address

www.liv-coll.ac.uk