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Contract

## **DfC - National Museums NI - Provision of Marketing and Communication Services**

National Museums Northern Ireland

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

Notice identifier: 2026/S 000-000654

Procurement identifier (OCID): ocds-h6vhtk-05a163 ([view related notices](#))

Published 6 January 2026, 12:43pm

### **Scope**

### **Reference**

5830444

### **Description**

National Museums NI wishes to appoint a Supplier(s) to deliver design, advertising and creative services, media buying, communications and Public Relations (PR) and digital marketing services.

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## **Lot 1. Design, Advertising and Creative Services**

### **Description**

National Museums NI is seeking a creative, dynamic Supplier who will help us shape and create standout museum brands, connect with audiences and amplify the impact of each museum. To be bold and unique, relevant and impactful.

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## **Lot 2. Offline Media Buying**

### **Description**

National Museums NI is seeking a media buying agency who will strive to ensure we reach as many people as possible within our budgets through offline advertising. Remembering our remit as a public body and offering maximum value for the public.

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## **Lot 3. Digital Marketing Services**

### **Description**

National Museums NI is seeking a dedicated digital marketing partner to ensure that our digital reach is maximised through a comprehensive and always-on digital advertising and digital marketing strategy, working towards establishing a digital audience framework, providing expertise in targeting and segmenting digital audiences beyond simple demographics.

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## **Lot 4. Communications and PR Services**

## Description

National Museums NI is seeking a proactive communications partner who will amplify far and wide the impact of what we do on a day-to-day basis as well as supporting our corporate communications needs. From events to major stories, we want an agency with the ability to seek the opportunities and optimise them.

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## Contract 1. Lot 1: Design, Advertising and Creative Services

### Lots

Lot Lot 1. Design, Advertising and Creative Services

### Supplier

- [BIG AND BOLD LIMITED](#)

### Contract value

- £700,000 excluding VAT
- £840,000 including VAT

Above the relevant threshold

### Date signed

23 December 2025

## **Contract dates**

- 5 January 2026 to 4 January 2029
- Possible extension to 4 January 2031
- 5 years

Description of possible extension:

There are two options to extend by 12 months each.

## **Main procurement category**

Services

## **CPV classifications**

- 79400000 - Business and management consultancy and related services
- 79410000 - Business and management consultancy services
- 79412000 - Financial management consultancy services
- 79414000 - Human resources management consultancy services
- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

## **Contract locations**

- UKN - Northern Ireland

## **Justification for not setting key performance indicators**

The contract value is less than £5million.

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## **Contract 2. Lot 2: Offline Media Buying**

### **Lots**

Lot 2. Offline Media Buying

### **Supplier**

- [ANDERSON SPRATT GROUP LTD](#)

### **Contract value**

- £350,000 excluding VAT
- £420,000 including VAT

Above the relevant threshold

### **Date signed**

23 December 2025

### **Contract dates**

- 5 December 2026 to 4 January 2029
- Possible extension to 4 January 2031

- 4 years, 1 month

Description of possible extension:

There are two options to extend by 12 months each.

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management services
- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

## **Justification for not setting key performance indicators**

The contract value is less than £5million.

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## **Contract 3. Lot 3: Digital Marketing Services**

### **Lots**

Lot 3. Digital Marketing Services

## **Supplier**

- [ANDERSON SPRATT GROUP LTD](#)

## **Contract value**

- £175,000 excluding VAT
- £215,000 including VAT

Above the relevant threshold

## **Date signed**

23 December 2025

## **Contract dates**

- 5 December 2026 to 4 January 2029
- Possible extension to 4 January 2031
- 4 years, 1 month

Description of possible extension:

There are two options to extend by 12 months each.

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79416000 - Public relations services
- 79416200 - Public relations consultancy services

## **Justification for not setting key performance indicators**

The contract value is less than £5million.

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## **Contract 4. Lot 4: Communications and PR Services**

### **Lots**

Lot 4. Communications and PR Services

### **Supplier**

- [NAVIGATOR BLUE LTD](#)

### **Contract value**

- £500,000 excluding VAT
- £600,000 including VAT

Above the relevant threshold

### **Date signed**

23 December 2025

### **Contract dates**

- 5 January 2026 to 4 January 2029
- Possible extension to 4 January 2031
- 5 years

Description of possible extension:

There are two options to extend by 12 months each.

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management services
- 79410000 - Business and management consultancy services
- 79416000 - Public relations services
- 79416100 - Public relations management services

- 79416200 - Public relations consultancy services

## **Contract locations**

- UKN - Northern Ireland

## **Justification for not setting key performance indicators**

The contract value is less than £5million.

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## **Other information**

### **Applicable trade agreements**

- Government Procurement Agreement (GPA)

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Open procedure

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## Suppliers

### **ANDERSON SPRATT GROUP LTD**

- Public Procurement Organisation Number: PDZV-2668-CBJR

Anderson House, Holywood Road,

Belfast

BT4 2GU

United Kingdom

Email: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

Region: UKN06 - Belfast

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Lot 2: Offline Media Buying

Contract 3. Lot 3: Digital Marketing Services

### **BIG AND BOLD LIMITED**

- Public Procurement Organisation Number: PCRB-4759-TLJN

Cotton Court, 30-42 Waring Street

Belfast

BT1 2ED

United Kingdom

Email: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

Region: UKN06 - Belfast

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Lot 1: Design, Advertising and Creative Services

## **NAVIGATOR BLUE LTD**

- Public Procurement Organisation Number: PYPX-4353-HXXW

The Baths,

Belfast

BT2 8HS

United Kingdom

Email: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

Region: UKN06 - Belfast

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): Yes

Supported employment provider: No

Public service mutual: Yes

Contract 4. Lot 4: Communications and PR Services

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## Contracting authority

### National Museums Northern Ireland

- Public Procurement Organisation Number: PHRL-2489-HJBV

153 Bangor Road

Cultra

BT18 0EU

United Kingdom

Email: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

Region: UKN09 - Ards and North Down

Organisation type: Public authority - central government

Devolved regulations that apply: Northern Ireland

## Other organisation

These organisations are carrying out the procurement, or part of it, on behalf of the contracting authorities.

### CPD - Supplies and Services Division

Summary of their role in this procurement: Supplies and Services Division, is a Centre of Procurement Expertise and provides a central procurement function for central government in Northern Ireland.

- Public Procurement Organisation Number: PVWG-8426-YWXV

Clare House, 303 Airport Road West

Belfast

BT3 9ED

United Kingdom

Email: [StrategicDelivery.CPD@finance-ni.gov.uk](mailto:StrategicDelivery.CPD@finance-ni.gov.uk)

Region: UKN06 - Belfast

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## Contact organisation

Contact [CPD - Supplies and Services Division](#) for any enquiries.