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Tender

DAERA – The Provision of Advertising & Related Services for DAERA Climate Change Public Awareness Campaign

Department of Agriculture, Environment and Rural Affairs - DAERA

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

Notice identifier: 2026/S 000-001971

Procurement identifier (OCID): ocds-h6vhtk-060315 ([view related notices](#))

Published 9 January 2026, 3:23pm

Scope

Reference

ID: 6155728

Description

The Department of Agriculture, Environment and Rural Affairs (DAERA), hereby referred to as 'the Buyer', wishes to appoint a Supplier to deliver research, advertising and related services for campaign advertising.

Total value (estimated)

- £215,000 excluding VAT
- £258,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 26 February 2026 to 25 May 2027
- 1 year, 3 months

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services
- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

2 February 2026, 11:59pm

Tender submission deadline

9 February 2026, 11:59pm

Submission address and any special instructions

Tenders must be submitted electronically via the relevant Call for Tender (CfT) opportunity on eTendersNI, website details immediately below.

Paper submissions will not be accepted or considered and will be rejected by the Contracting Authority / Buyer.

The tender documents are available with unrestricted and full direct access, free of charge, at: URL <https://etendersni.gov.uk/epps>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

26 February 2026

Award criteria

Name	Description	Type
Strategic Solution	35.2	Quality
Proposals for research	34.4	Quality
Key Personnel Experience	10.4	Quality

Weighting description

80 percent quality and 20 percent cost.

Other information

Payment terms

For further details on invoicing procedures please see <https://www.finance-ni.gov.uk/articles/account-ni-good-invoicing-practice>

Contract Value

The estimated value figure indicated in the Scope Section represents an overall estimated contract value. This value reflects the potential scale of the contract and takes into account potential optional extension periods and the uptake of potential optional services as detailed in the tender documents. This figure does not however take into account the application of indexation or increases to charges due to increases in the Real Living Wage. Neither CPD nor the contracting Authority can provide any guarantee as to the level of business under this contract. The Contracting Authority does not bind itself to accept the lowest or any tender. Suppliers remain responsible for all costs and expenses incurred by them or by any third party acting under instructions from the Supplier in connection with taking part in this procurement process regardless of whether such costs arise as a consequence, directly or indirectly of any amendments made to the procurement documents by the Contracting Authority at any time. No legally binding contract shall arise (and a Supplier shall have no legitimate expectation that a contract will be entered into) until such time as entry into the Contract has been confirmed by the Contracting Authority.

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

Department of Agriculture, Environment and Rural Affairs - DAERA

- Public Procurement Organisation Number: PLDR-5748-GBBJ

Clare House

303 Airport Road West

BT3 9ED

United Kingdom

Email: SSDAdmin.CPD@finance-ni.gov.uk

Region: UKN06 - Belfast

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: Construction and Procurement Delivery - 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

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Contact organisation

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