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Contract

## **DAERA PROVISION OF ADVERTISING AND RELATED SERVICES FOR DAERA WATER QUALITY CAMPAIGN**

Department of Agriculture, Environment and Rural Affairs

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

Notice identifier: 2026/S 000-003725

Procurement identifier (OCID): ocds-h6vhtk-05dc9e ([view related notices](#))

Published 16 January 2026, 9:38am

### **Scope**

### **Reference**

ID 6030015

### **Description**

The Department of Agriculture, Environment and Rural Affairs (DAERA), hereby referred to as 'the Buyer', wishes to appoint a Supplier to deliver advertising and related services for campaign advertising. The primary purpose of this campaign is to help Lough Neagh to recover and to help improve the quality of other water bodies, including rivers, lakes and coastal water, (source to sea) across Northern Ireland.

The campaign will provide information on the steps that we can all take to improve water

quality, with the issue of Blue Green Algae in Lough Neagh being a significant focus

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## **Contract 1. DAERA PROVISION OF ADVERTISING AND RELATED SERVICES FOR DAERA WATER QUALITY CAMPAIGN**

### **Supplier**

- [ANDERSON SPRATT GROUP LTD](#)

### **Contract value**

- £450,000 excluding VAT
- £540,000 including VAT

Above the relevant threshold

### **Date signed**

15 January 2026

### **Contract dates**

- 16 January 2026 to 30 April 2027
- Possible extension to 30 April 2028
- 2 years, 3 months, 16 days

Description of possible extension:

There is an option of one possible extension of up to twelve months

## **Main procurement category**

Services

## **CPV classifications**

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

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

The value of this contract is below the relevant threshold of £5 million including VAT and as such the reporting and publication of KPIs is not mandated.

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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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## **Supplier**

### **ANDERSON SPRATT GROUP LTD**

- Public Procurement Organisation Number: PDZV-2668-CBJR

Anderson House

Belfast

BT4 2GU

United Kingdom

Email: [dbrennan@asgcomms.com](mailto:dbrennan@asgcomms.com)

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. DAERA PROVISION OF ADVERTISING AND RELATED SERVICES FOR DAERA WATER QUALITY CAMPAIGN

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## **Contracting authority**

### **Department of Agriculture, Environment and Rural Affairs**

- Public Procurement Organisation Number: PLDR-5748-GBBJ

303 Airport Road West

Belfast

BT3 9ED

United Kingdom

Email: [ssdadmin.cpd@finance-ni.gov.uk](mailto:ssdadmin.cpd@finance-ni.gov.uk)

Region: UKN06 - Belfast

Organisation type: Public authority - central government

Devolved regulations that apply: Northern Ireland

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## **Other organisation**

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

## **CPD Supplies and Service 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-YWXY

303 Airport Road West

Belfast

BT3 9ED

United Kingdom

Email: [ssdadmin.cpd@finance-ni.gov.uk](mailto:ssdadmin.cpd@finance-ni.gov.uk)

Region: UKN06 - Belfast

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## **Contact organisation**

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