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Tender

ID 6033252 - PSNI - Advertising Provision for External Police Staff Recruitment

Police Service of Northern Ireland (PSNI)

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

Notice identifier: 2026/S 000-011155

Procurement identifier (OCID): ocids-h6vhtk-064a9b

Published 6 February 2026, 4:52pm

Scope

Reference

ID 6033252

Description

The Police Service of Northern Ireland (PSNI) is seeking a Supplier to deliver advertising and related services to support external police staff recruitment campaigns. The Supplier will be responsible for developing and implementing a comprehensive media strategy that includes: • Media planning and buying; • Creative design and copywriting; and • Targeted outreach aligned with PSNI's recruitment objectives. This contract aims to achieve cost efficiencies in media buying and increase the volume and diversity of applications for police staff roles, particularly from under-represented groups. Suppliers should refer to the Specification Schedule for full detail on the requirements of this contract.

Total value (estimated)

- £2,463,880 excluding VAT
- £2,956,656 including VAT

Above the relevant threshold

Contract dates (estimated)

- 21 June 2026 to 20 June 2031
- Possible extension to 20 June 2033
- 7 years

Description of possible extension:

One further period of up to 24 months.

Following the initial contract period, there is one (1) potential extension period of up to 24 months. The optional extension period will be subject to review and satisfactory performance assessment by the Contracting Authority.

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

Contract locations

- UKN - Northern Ireland

Participation

Technical ability conditions of participation

As per Tender documentation.

Submission

Enquiry deadline

25 February 2026, 3:00pm

Tender submission deadline

5 March 2026, 3:00pm

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)

29 April 2026

Award criteria

Name	Description	Type
AC1 Strategic Proposal	As per Tender documentation. Weighting - 24%	Quality
AC2 Media Plan and Rationale	As per Tender documentation. Weighting - 16%	Quality
AC3 Creative Proposal	As per Tender documentation. Weighting - 16%	Quality
AC4 Proposals for Measurement, Monitoring and Evaluation	As per Tender documentation. Weighting - 8%	Quality
AC5 Contract Management and Business Continuity	As per Tender documentation. Weighting - 5.6%	Quality
AC6 Social Value	As per Tender documentation. Weighting - 10.4%	Quality
AC7 Schedule A - Core Requirements	As per Tender documentation. Weighting - 8%	Price
AC8 Scenario 1	As per Tender documentation. Weighting - 6%	Price

Name	Description	Type
AC9 Scenario 2	As per Tender documentation. Price Weighting - 6%	

Weighting description

80% qualitative and 20% quantitative.

This competition also includes a Mandatory Requirements which will be scored on a Pass/Fail basis. Please refer to the Instructions to Tender document for further information on all criteria.

Other information

Payment terms

As per Tender documentation.

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

Police Service of Northern Ireland (PSNI)

- Public Procurement Organisation Number: PJGZ-5912-BTWQ

Police Headquarters, Brooklyn, 65 Knock Road

Belfast

BT5 6LE

United Kingdom

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

Website: <https://www.psnipolice.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 & 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

Clare House, 303 Airport Road West

Belfast

BT3 9ED

United Kingdom

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

Region: UKN06 - Belfast

Contact organisation

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