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Contract

Advertisement Campaigns Services

Business Services Organisation, Procurement and Logistics Service
Belfast Health and Social Care Trust
Northern Ireland Ambulance Service Trust
Business Services Organisation
Southern Health and Social Care Trust
Northern Health and Social Care Trust
South Eastern Health and Social Care Trust
Western Health and Social Care Trust
NI Blood Transfusion Service
NI Fire and Rescue Service
Children's Court Guardian Agency for Northern Ireland
Northern Ireland Medical and Dental Training Agency
Northern Ireland Practice and Education Council for Nursing and Midwifery
NI Social Care Council
DOH - Strategic Planning and Performance Group
NI Patient Client Council PCC
NI Public Health Agency
Regulation and Quality Improvement Authority

F03: Contract award notice

Notice identifier: 2025/S 000-015091

Procurement identifier (OCID): ocds-h6vhtk-04dd00

Published 14 April 2025, 4:46pm

Section I: Contracting authority

I.1) Name and addresses

Business Services Organisation, Procurement and Logistics Service

Pinewood Villa, Longstone Hospital, 73 Loughgall Road

Armagh

BT61 7PR

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.1) Name and addresses

Belfast Health and Social Care Trust

A Floor, Belfast City Hospital, Lisburn Road

Belfast

BT9 7AB

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.1) Name and addresses

Northern Ireland Ambulance Service Trust

Knockbracken Healthcare Park, Saintfield Road

Belfast

BT8 8SG

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.1) Name and addresses

Business Services Organisation

2 Franklin Street

Belfast

BT2 8DQ

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.1) Name and addresses

Southern Health and Social Care Trust

Craigavon Area Hospital, 68 Lurgan Road

Portadown

BT63 5QQ

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.1) Name and addresses

Northern Health and Social Care Trust

Bretten Hall, Bush Road

Antrim

BT41 2RL

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.1) Name and addresses

South Eastern Health and Social Care Trust

Ulster Hospital, Upper Newtownards Rd

Belfast

BT16 1RH

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.1) Name and addresses

Western Health and Social Care Trust

Altnagelvin Area Hospital, Glenshane Road

Londonderry

BT47 6SB

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.1) Name and addresses

NI Blood Transfusion Service

Lisburn Road

Belfast

BT9 7TS

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.1) Name and addresses

NI Fire and Rescue Service

1 Seymour Street

Lisburn

BT27 4SX

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.1) Name and addresses

Children's Court Guardian Agency for Northern Ireland

Centre House, 79 Chichester Street

Belfast

BT1 4JE

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.1) Name and addresses

Northern Ireland Medical and Dental Training Agency

Beechill House, 42 Beechill Rd

Belfast

BT8 7RL

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.1) Name and addresses

Northern Ireland Practice and Education Council for Nursing and Midwifery

Centre House, 79 Chichester St

Belfast

BT1 4JE

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.1) Name and addresses

NI Social Care Council

Millennium House, 19-25 Great Victoria St

Belfast

BT2 7AQ

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.1) Name and addresses

DOH - Strategic Planning and Performance Group

12-22 Linenhall Street

Belfast

BT2 8BS

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.1) Name and addresses

NI Patient Client Council PCC

1st Floor, Ormeau Baths 18 Ormeau Avenue

Belfast

BT2 8HS

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.1) Name and addresses

NI Public Health Agency

Linenhall Street Unit, 12-22 Linenhall Street

Belfast

BT2 8BS

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.1) Name and addresses

Regulation and Quality Improvement Authority

9th Floor Riverside Tower, 5 Lanyon Place

Belfast

BT1 3BT

Email

palsarmagh.sourcing@hscni.net

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

I.2) Information about joint procurement

The contract involves joint procurement

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Health

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Advertisement Campaigns Services

Reference number

4533912

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Advertisement Campaigns Services

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £10,044,090

II.2) Description

II.2.1) Title

Lot 1 Advertisement for Publication

Lot No

1

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

II.2.4) Description of the procurement

Advertisement Campaigns Services

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 40

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: Price / Weighting: 50

II.2.11) Information about options

Options: Yes

Description of options

2 years plus provision for up to 24 months extension, plus 18 months emergency extension

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.2.14) Additional information

The estimated value stated in II.1.7 is for 2 years plus provision for up to 24 months extension, plus 18 months emergency extension and includes 100 percent contingency for potential increase in demand. It is not a guarantee of uptake or minimum demand.

II.2) Description

II.2.1) Title

Lot 2 Advertisement Campaigns

Lot No

2

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

II.2.4) Description of the procurement

Advertisement Campaigns Services

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: Price / Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

2 years plus provision for up to 24 months extension, plus 18 months emergency extension.

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.2.14) Additional information

The estimated value stated in II.1.7 is for 2 years plus provision for up to 24 months extension, plus 18 months emergency extension and includes 100 percent contingency for potential increase in demand. It is not a guarantee of uptake or minimum demand.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement involves the establishment of a framework agreement

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.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-004254](#)

Section V. Award of contract

Contract No

1

Lot No

1

Title

Lot 1 Advertisement for Publication

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 April 2025

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

ANDERSON SPRATT GROUP LTD

Anderson House

BELFAST

BT4 2GU

Email

dbrennan@asgcomms.com

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://etendersni.gov.uk/epps>

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £7,030,860

Total value of the contract/lot: £7,030,860

Section V. Award of contract

Contract No

2

Lot No

2

Title

Lot 2 Advertisement Campaigns

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 April 2025

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 5

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 5

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Mixo

131 Continental Dr

Newark

19713

Email

tenders@mixoads.com

Country

United States

NUTS code

- US - United States

Internet address

<https://etendersni.gov.uk/epps>

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

ANDERSON SPRATT GROUP LTD

Anderson House

BELFAST

BT4 2GU

Email

dbrennan@asgcomms.com

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://etendersni.gov.uk/epps>

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

JACK RYAN MEDIA LTD

272 Bath Street

GLASGOW

G2 4JR

Email

Jon@jackryanmedia.com

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://etendersni.gov.uk/epps>

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

ARDMORE ADVERTISING MARKETING LTD

Ardmore House

HOLYWOOD

BT18 9JQ

Email

michele.mcevoy@ardmore.co.uk

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://etendersni.gov.uk/epps>

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

NAVIGATOR BLUE LTD

The Baths

BELFAST

BT2 8HS

Email

b.scott@navigatorblue.com

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://etendersni.gov.uk/epps>

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £3,013,230

Total value of the contract/lot: £3,013,230

Section VI. Complementary information

VI.3) Additional information

In section 1.2, it is stated that this procurement is a joint procedure and contract award is by a Central Purchasing Body. This contract is not a joint contract, it is a Central Purchasing Body Contract operated by Business Services Organisation Procurement and Logistics Service on behalf of the participants listed in section 1.1.

VI.4) Procedures for review

VI.4.1) Review body

Business Services Organisation Procurement and Logistics Service

Armagh

Country

United Kingdom