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Contract

## **Provision of Advertising & Related Service for DAERA Climate Change Public Awareness Campaign**

Department of Agriculture, Environment and Rural Affairs

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

Notice identifier: 2026/S 000-020139

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

Published 5 March 2026, 5:18pm

### **Scope**

### **Reference**

ID 6155728

### **Description**

The Department of Agriculture, Environment and Rural Affairs (DAERA) is appointing a Supplier to deliver research, advertising and related services for campaign advertising.

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## **Contract 1. Provision of Advertising & Related Service for DAERA Climate Change Public Awareness Campaign**

### **Supplier**

- [Navigator Blue Ltd](#)

### **Contract value**

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

Above the relevant threshold

### **Date signed**

2 March 2026

### **Contract dates**

- 3 March 2026 to 2 June 2027
- 1 year, 3 months

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services

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

### Navigator Blue Ltd

- Public Procurement Organisation Number: PYPX-4353-HXXW

The Baths

Belfast

BT2 8HS

United Kingdom

Email: [b.scott@navigatorblue.com](mailto:b.scott@navigatorblue.com)

Region: UKN06 - Belfast

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): Yes

Supported employment provider: No

Public service mutual: No

Contract 1. Provision of Advertising & Related Service for DAERA Climate Change Public Awareness 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 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

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 Services Division](#) for any enquiries.