

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/021559-2026>

Tender

## **DAERA – Provision of Advertising Campaign Services for CAFRE**

Department of Agriculture, Environment and Rural Affairs

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

Notice identifier: 2026/S 000-021559

Procurement identifier (OCID): ocds-h6vhtk-0666d0

Published 10 March 2026, 6:50pm

### **Scope**

### **Reference**

ID 6278447

### **Description**

The Department of Agriculture, Environment and Rural Affairs on behalf of College of Agriculture, Food and Rural Enterprise (CAFRE) wishes to appoint a Supplier to deliver its media buying for advertising campaigns. The required services will provide media planning, buying, delivery and evaluation, including digital, social, radio, press and outdoor channels.

### **Total value (estimated)**

- £300,000 excluding VAT

- £360,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 4 May 2026 to 31 March 2028
- Possible extension to 31 March 2029
- 2 years, 10 months, 28 days

Description of possible extension:

One optional extension of up to twelve months.

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

### **Contract locations**

- UKN - Northern Ireland
-

## **Participation**

### **Legal and financial capacity conditions of participation**

Not Applicable

### **Technical ability conditions of participation**

As per tender documentation.

### **Particular suitability**

Small and medium-sized enterprises (SME)

---

## **Submission**

### **Enquiry deadline**

2 April 2026, 3:00pm

### **Tender submission deadline**

9 April 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)**

21 April 2026

---

### **Award criteria**

| <b>Name</b>                              | <b>Description</b>       | <b>Type</b> |
|--|--------------------------|-------------|
| Strategic Solution                       | Max score available 32.2 | Quality     |
| Media Strategy, Rationale and Media Plan | Max score available 29.4 | Quality     |
| Key Personnel Experience                 | Max score available 8.4  | Quality     |
| Total Campaign Delivery Cost             | Max score available 20   | Cost        |
| Average Hourly Rate                      | Max score available 10   | Cost        |

### **Weighting description**

70 percent quality and 30 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**

- Public Procurement Organisation Number: PLDR-5748-GBBJ

303 Airport Road West

Belfast

BT3 9HB

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

---

## 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

---

## Contact organisation

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