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Tender

Classified Advertising Framework Agreement for the Northern Ireland Civil Service, Agencies and Non-Departmental Public Bodies

Department of Finance

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

Notice identifier: 2025/S 000-030185

Procurement identifier (OCID): ocds-h6vhtk-05436f ([view related notices](#))

Published 5 June 2025, 12:06pm

Scope

Reference

ID 5827064

Description

The Northern Ireland Civil Service's Executive Information Service's Government Advertising Unit (GAU) wishes to establish an Advertising Framework Agreement for Classified Advertising which will provide classified advertising on behalf of the Northern Ireland Public Sector.

Commercial tool

Establishes a framework

Total value (estimated)

- £4,000,000 excluding VAT
- £4,800,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 23 September 2025 to 22 September 2029
- 4 years

Main procurement category

Services

CPV classifications

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

Framework

Maximum number of suppliers

Unlimited

Maximum percentage fee charged to suppliers

0%

Framework operation description

The Buyer will initiate contact with the Supplier to advise that work is required.

Contact to include in the subject bar of the e-mail:

- Authority GovAd Reference number
- Title of advert

In the body of the e-mail to be included:

- Complete Placement Request form
- Word version of advert text
- What we are requesting (e.g. - Please forward proof and costs)

The Supplier is then to return to a proof of the advert in PDF format with the costs for each publication attached.

For Buyers other than GAU, the above process will largely remain the same however, they must clearly communicate to the Supplier their Security Clearance process as well as the invoicing process to ensure that prompt payment for the services is possible.

Award method when using the framework

Without competition

Contracting authorities that may use the framework

A list of the participating bodies can be found in Annex A of the Specification.

Participation

Technical ability conditions of participation

Company Experience and Fair Work Practices. Full details of these conditions can be found within the Instructions to Tender document.

Submission

Enquiry deadline

30 June 2025, 3:00pm

Tender submission deadline

7 July 2025, 3:00pm

Submission address and any special instructions

The procurement documents are available for unrestricted and full direct access, free of charge, at: (URL) <https://etendersni.gov.uk/epps>

This is also the submission address.

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

28 July 2025

Recurring procurement

Publication date of next tender notice (estimated): 4 June 2029

Award criteria

| Name | Description | Type | Weighting |
|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------------|
| AC5 Total Costs for Public Notices | Suppliers must provide a response to demonstrate their ability to ensure the continued delivery of a quality service in the event of unplanned events including the delivery of an emergency contact and out of hours service if required; fluctuations in the volume of work at key times of the year; changes in staff resourcing and the absence or unavailability of key personnel for any reason. The response must also include details of any processes for cancellation or errors, including the process for ensuring notices aren't published in error. | Price | 20% |

| Name | Description | Type | Weighting |
|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------------|
| AC7 Total Costs for Recruitment Ads | Suppliers must provide a response to demonstrate their ability to ensure the continued delivery of a quality service in the event of unplanned events including the delivery of an emergency contact and out of hours service if required; fluctuations in the volume of work at key times of the year; changes in staff resourcing and the absence or unavailability of key personnel for any reason. The response must also include details of any processes for cancellation or errors, including the process for ensuring notices aren't published in error. | Price | 15% |

| Name | Description | Type | Weighting |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------------|
| AC1 Methodology | Suppliers must detail how they will provide the service as outlined in the specification. The response must include how they will deal with the following: <ul style="list-style-type: none">• the handling of the approval process;• quality control;• dealing with urgent and/or high profile requests; and• providing media advice and guidance demonstrating an application of knowledge of the Northern Ireland media. | Quality | 13.50% |

| Name | Description | Type | Weighting |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| AC2 Social Value | <p>As detailed in Annex E of 'Schedule 2 Specification', the Supplier must provide social value to a minimum value of 40 social value points for every £1 million (and pro-rata) of the invoiced value. For the purposes of evaluation, Suppliers must submit their responses based on a minimum indicative value of 160 social value points. Suppliers are required to complete and submit with their tender response a Social Value Delivery Plan (excel spreadsheet) identifying which social value initiatives they will deliver to fulfil the minimum indicative social value points stated above. Suppliers must only complete the cells highlighted in yellow within the plan. Any additional information included within the plan will not be evaluated as part of the tender response. Suppliers must also provide a written response that details how they will deliver the social value initiatives and must address the following:</p> <ul style="list-style-type: none"> • The timescales for delivery of the social | Quality | 10.35% |

| Name | Description | Type | Weighting |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-----------|
| | <p>value requirements; • The resources, both internal and external, they will use to plan and deliver the social value requirements (including details of suppliers in your supply chain on the contract); • The activities they will undertake to deliver the social value initiatives selected within their completed Social Value Delivery Plan; • How they will engage with key stakeholders (including the Authority, social value beneficiaries, organisations within the voluntary, community and social enterprise sector etc.); • Confirmation that the activities included in the response are forward looking activities which are directly related to this contract; and • How they will monitor and report on the delivery of the social value requirements and address any performance issues.</p> | | |

| Name | Description | Type | Weighting |
|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| AC6 Total Costs for Run of Paper | Suppliers must provide a response to demonstrate their ability to ensure the continued delivery of a quality service in the event of unplanned events including the delivery of an emergency contact and out of hours service if required; fluctuations in the volume of work at key times of the year; changes in staff resourcing and the absence or unavailability of key personnel for any reason. The response must also include details of any processes for cancellation or errors, including the process for ensuring notices aren't published in error. | Price | 10% |
| AC3 Internal Systems | Suppliers must provide details of the internal systems that will be in place to deliver the requirement including records management, workflow management, cost control and reporting. | Quality | 7.65% |

| Name | Description | Type | Weighting |
|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| AC4 Key Personnel Experience | <p>Suppliers must nominate a team of key personnel who will be assigned to deliver this requirement upon contract award. The individuals must demonstrate experience by way of examples, in the following areas: 1. Delivered and designed classified advertising requirements as required from the specification; 2. Experience of working to urgent deadlines; and 3. Delivered out of hours service. Members of the proposed team can use different example(s) provided their collective experience meets all the requirements set out above. The example(s) must include: • Job title/ grade of team member; • The programme title and details; and • The individual's roles and responsibilities within that programme including methodology used. Examples should focus on individual input as opposed to programme delivery. For the avoidance of doubt, it is the experience of the team proposed that will be</p> | Quality | 6.75% |

| Name | Description | Type | Weighting |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-----------|
| | <p>assessed under this award criterion. For example, one team member could meet 1 but not 2 or 3 but another member of the team could meet 2 and not 1 or 3 etc. Provided all requirements are met by the combined team, you have addressed this criterion. Suppliers must note that names of individual team members must not be stipulated within their tender response for this criterion. Grades will suffice.</p> | | |

| Name | Description | Type | Weighting |
|--------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------------|
| AC5 Contingency Planning and Business Continuity | Suppliers must provide a response to demonstrate their ability to ensure the continued delivery of a quality service in the event of unplanned events including the delivery of an emergency contact and out of hours service if required; fluctuations in the volume of work at key times of the year; changes in staff resourcing and the absence or unavailability of key personnel for any reason. The response must also include details of any processes for cancellation or errors, including the process for ensuring notices aren't published in error. | Quality | 6.75% |

| Name | Description | Type | Weighting |
|----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------------|
| AC8 Total Costs for Non-Commission Fee | Suppliers must provide a response to demonstrate their ability to ensure the continued delivery of a quality service in the event of unplanned events including the delivery of an emergency contact and out of hours service if required; fluctuations in the volume of work at key times of the year; changes in staff resourcing and the absence or unavailability of key personnel for any reason. The response must also include details of any processes for cancellation or errors, including the process for ensuring notices aren't published in error. | Price | 5% |

| Name | Description | Type | Weighting |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------------|
| AC9 Account Manager Hourly Rate | Suppliers must provide a response to demonstrate their ability to ensure the continued delivery of a quality service in the event of unplanned events including the delivery of an emergency contact and out of hours service if required; fluctuations in the volume of work at key times of the year; changes in staff resourcing and the absence or unavailability of key personnel for any reason. The response must also include details of any processes for cancellation or errors, including the process for ensuring notices aren't published in error. | Price | 2.50% |

| Name | Description | Type | Weighting |
|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------|
| AC10 Graphic Designer Hourly Rate (must include format, design and placement of adverts) | Suppliers must provide a response to demonstrate their ability to ensure the continued delivery of a quality service in the event of unplanned events including the delivery of an emergency contact and out of hours service if required; fluctuations in the volume of work at key times of the year; changes in staff resourcing and the absence or unavailability of key personnel for any reason. The response must also include details of any processes for cancellation or errors, including the process for ensuring notices aren't published in error. | Price | 2.50% |

Other information

Payment terms

In line with the Northern Ireland Executive's commitment to pay contractors as quickly as possible, payment will be made in respect of a valid invoice (submitted with all necessary supporting documents/information) within ideally 10 working days and no longer than 30 days.

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

Department of Finance

- Public Procurement Organisation Number: PVTL-7513-YWVJ

Stormont Castle

Belfast

BT4 3ST

United Kingdom

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

Region: UKN06 - Belfast

Organisation type: Public authority - central government

Devolved regulations that apply: Scotland

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

303 Airport Road West

Belfast

BT3 9ED

United Kingdom

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

Website: <https://www.finance-ni.gov.uk/topics/procurement>

Region: UKN06 - Belfast

Contact organisation

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