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Tender

ID 5827739 - DfI - Advertising service to promote safe and sustainable travel in Northern Ireland

Department for Infrastructure

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

Notice identifier: 2025/S 000-034160

Procurement identifier (OCID): ocids-h6vhtk-055129

Published 20 June 2025, 4:02pm

Scope

Reference

ID 5827739

Description

DfI - Advertising service to promote safe and sustainable travel in Northern Ireland The Department for Infrastructure (DfI) wishes to appoint a Contractor to provide advertising and related services to deliver a range of advertising campaigns. The Contract will be for an initial period of three years followed by two optional extension periods of up to 12 months each. The Supplier will be required to provide a comprehensive suite of services including creative development and strategy, advertising (traditional and digital), creative design and content creation, copywriting, campaign management and evaluation to ensure value for money and impact amongst its target audiences. This advertising campaign Contract will be made up of several separate strands, each funded by the responsible Business Area within DfI.

Total value (estimated)

- £4,400,000 excluding VAT
- £5,280,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 October 2025 to 30 September 2028
- Possible extension to 30 September 2030
- 5 years

Description of possible extension:

It is anticipated that there will be a further two optional extensions of up to 12 months each.

Main procurement category

Services

CPV classifications

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

Contract locations

- UKN - Northern Ireland

Participation

Technical ability conditions of participation

As per Tender documentation.

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

10 July 2025, 11:59pm

Tender submission deadline

24 July 2025, 11:59pm

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)

8 September 2025

Award criteria

Name	Description	Type
AC1 - Strategic Solution	Please see tender documents for full details	Quality
AC2 - Media Strategy, Rationale and Media Plan	Please see tender documents for full details	Quality
AC3 - Social Value	Please see tender documents for full details	Quality
AC4 - Key Personnel Experience	Please see tender documents for full details	Quality
AC5 - Proposals for research and evaluation	Please see tender documents for full details	Quality

Name	Description	Type
AC6 - Total Campaign Delivery Cost	Please see tender documents for full details	Cost
AC7 - Average Hourly Rate	Please see tender documents for full details	Cost
AC8 - Creative Proposal (Presentation) of AC1 campaign	Please see tender documents for full details	Quality

Weighting description

Award Criteria

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 of this contract is between £4.4M and £6.2M (ex VAT) 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.

Description of risks to contract performance

If at any time during the procurement, or post award, it comes to the attention of the Contracting Authority (CA) or CPD, by whatever means, that a Supplier has become 'excluded' or 'excludable' as per Sec 57 of the PA 2023, the CA, after compliance with its obligations under the PA 23, reserves the right to exclude said Supplier from the procurement procedure or terminate any contract they have been awarded.

The Contracting Authority expressly reserves the rights:

- (I). not to award any contract as a result of the procurement process commenced by publication of this notice;
- (II). to make whatever changes it may see fit to the content and structure of the tendering Competition;
- (III). to award (a) contract(s) in respect of any part(s) of the [services] covered by this notice; and
- (IV). to award contract(s) in stages

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

Department for Infrastructure

- Public Procurement Organisation Number: PYGQ-2313-DQRY

James House, GasWorks Business Park

Belfast

BT7 2JA

United Kingdom

Email: ssdadmin.cpd@finance-ni.gov.uk

Website: <https://www.infrastructure-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 & 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: 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.