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Tender

DfC - National Museums NI - Provision of Marketing and Communication Services

National Museums NI

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

Notice identifier: 2025/S 000-059390

Procurement identifier (OCID): ocds-h6vhtk-05a163 ([view related notices](#))

Published 24 September 2025, 3:53pm

Scope

Reference

ID 5830444

Description

National Museums NI wishes to appoint a Supplier(s) to deliver design, advertising and creative services, media buying, communications and Public Relations (PR) and digital marketing services.

Total value (estimated)

- £1,725,000 excluding VAT
- £2,070,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 5 January 2026 to 31 December 2028
- Possible extension to 31 December 2030
- 4 years, 11 months, 27 days

Description of possible extension:

There are two options to extend by 12 months each.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 22460000 - Trade-advertising material, commercial catalogues and manuals
- 79416000 - Public relations services

Contract locations

- UKN - Northern Ireland
-

Lot Lot 1. Design, Advertising and Creative Services

Description

National Museums NI is seeking a creative, dynamic Supplier who will help us shape and create standout museum brands, connect with audiences and amplify the impact of each museum. To be bold and unique, relevant and impactful.

Lot value (estimated)

- £700,000 excluding VAT
- £840,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 2. Offline Media Buying

Description

National Museums NI is seeking a media buying agency who will strive to ensure we reach as many people as possible within our budgets through offline advertising. Remembering our remit as a public body and offering maximum value for the public.

Lot value (estimated)

- £350,000 excluding VAT
- £420,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 3. Digital Marketing Services

Description

National Museums NI is seeking a dedicated digital marketing partner to ensure that our digital reach is maximised through a comprehensive and always-on digital advertising and digital marketing strategy, working towards establishing a digital audience framework, providing expertise in targeting and segmenting digital audiences beyond simple demographics.

Lot value (estimated)

- £175,000 excluding VAT
- £210,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 4. Communications and PR Services

Description

National Museums NI is seeking a proactive communications partner who will amplify far and wide the impact of what we do on a day-to-day basis as well as supporting our corporate communications needs. From events to major stories, we want an agency with the ability to seek the opportunities and optimise them.

Lot value (estimated)

- £500,000 excluding VAT
- £600,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Participation

Technical ability conditions of participation

Lot Lot 1. Design, Advertising and Creative Services

Lot 2. Offline Media Buying

Lot 3. Digital Marketing Services

Lot 4. Communications and PR Services

Company experience.

Submission

Enquiry deadline

20 October 2025, 3:00pm

Tender submission deadline

27 October 2025, 2:00pm

Submission address and any special instructions

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

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

12 December 2025

Recurring procurement

Publication date of next tender notice (estimated): 24 September 2029

Award criteria

Lot Lot 1. Design, Advertising and Creative Services

Name	Type	Weighting
AC1 Strategic Marketing Approach	Quality	20%
AC8 Average Hourly Rate	Price	20%
AC7 Creative Proposal and Campaign (Presentation)	Quality	16%
AC2 Creative Concept	Quality	12%
AC3 Campaign Management	Quality	11%
AC4 Social Value	Quality	10%
AC5 Key Personnel Experience	Quality	7%
AC6 Business Continuity	Quality	4%

Lot 2. Offline Media Buying

Name	Type	Weighting
AC1 Media Rationale and Plan	Quality	42%
AC6 Total Media Cost	Price	20%
AC2 Key Personnel Experience	Quality	11%
AC3 Social Value	Quality	10%
AC5 Average Hourly Rate	Price	10%
AC4 Business Continuity	Quality	7%

Lot 3. Digital Marketing Services

Name	Type	Weighting
AC1 Digital Marketing Strategy and Delivery	Quality	36%
AC2 Key Personnel Experience	Quality	20%
AC5 Average Hourly Rate	Price	20%
AC3 Digital Resilience	Quality	14%

Name	Type	Weighting
AC4 Social Value	Quality	10%

Lot 4. Communications and PR Services

Name	Type	Weighting
AC1 Corporate Communications Plan	Quality	21%
AC8 Total Retainer Fee	Price	20%
AC2 Brand Communications Plan	Quality	18%
AC3 Key Personnel Experience	Quality	10%
AC4 Social Value	Quality	10%
AC7 Average Hourly Rate	Price	10%
AC5 Contract Management	Quality	7%
AC6 Business Continuity	Quality	4%

Other information

Payment terms

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

National Museums NI

- Public Procurement Organisation Number: PHRL-2489-HJBV

153 Bangor Rd

Cultra

BT18 0EU

United Kingdom

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

Region: UKN09 - Ards and North Down

Organisation type: Public authority - central government

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

Clare House, 303 Airport Road West

Belfast

BT3 9ED

United Kingdom

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

Region: UKN06 - Belfast

Contact organisation

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