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Tender

ANDBC tender for the Provision of Tourism Destination Awareness Marketing Campaigns

Ards and North Down Borough Council

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

Notice identifier: 2025/S 000-060066

Procurement identifier (OCID): ocids-h6vhtk-059a39

Published 26 September 2025, 11:26am

Changes to notice

This notice has been edited. The [previous version](#) is still available.

Economic operators are advised that the "Understand the brief and Proposed Methodology" award criterion has been modified to remove the requirement for tenderers to provide examples of two social media posts, one 48-sheet design, and one 30-second radio script.

Updated tender documents have been uploaded to the CfT documents area within eTendersNI to reflect the modification.

Scope

Description

Tenders are sought by Ards and North Down Borough Council for the Provision of Tourism Destination Awareness Marketing Campaigns

Total value (estimated)

- £240,000 excluding VAT
- £288,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 14 January 2026 to 13 January 2027
- Possible extension to 13 January 2030
- 4 years

Description of possible extension:

The Contract will initially be awarded for a period of one year with an option to extend for a further 3 x 12-month periods, to be reviewed annually.

Options

The right to additional purchases while the contract is valid.

As detailed in the tender documents, additional advertising campaigns may be required throughout the duration of the Contract.

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services
- 79933000 - Design support services
- 79822500 - Graphic design services
- 92111000 - Motion picture and video production services
- 92111210 - Advertising film production

Justification for not using lots

The Council has considered the use of Lots for this contract but does not believe the use of Lots is suitable due to Operational requirements, efficiencies and loss of economies of scale.

Submission

Enquiry deadline

8 October 2025, 12:00pm

Tender submission deadline

13 October 2025, 12:00pm

Submission address and any special instructions

Tenders must be submitted online via eTendersNI -
<https://etendersni.gov.uk/epps/home.do>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

2 January 2026

Recurring procurement

Publication date of next tender notice (estimated): 14 September 2029

Award criteria

Name	Description	Type	Weighting
Understanding the Brief and Proposed Methodology	Please see Document A - Invitation to Tender, for full details for this criterion.	Quality	60%
Key Personnel Experience	Please see Document A - Invitation to Tender, for full details for this criterion.	Quality	30%

Name	Description	Type	Weighting
Cost	Please see Document A - Invitation to Tender, for full details for this criterion.	Cost	10%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

Ards and North Down Borough Council

- Public Procurement Organisation Number: PTTZ-3295-PYCW

City Hall, The Castle

Bangor

BT20 4BT

United Kingdom

Email: procurement@ardsandnorthdown.gov.uk

Region: UKN09 - Ards and North Down

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Northern Ireland