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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): ocds-h6vhtk-059a39 ([view related notices](#))

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.

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## **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

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**Award criteria**

<b>Name</b>	<b>Description</b>	<b>Type</b>	<b>Weighting</b>
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%

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

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## Other information

### Conflicts assessment prepared/revised

Yes

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## Procedure

### Procedure type

Open procedure

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## 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](mailto:procurement@ardsandnorthdown.gov.uk)

Region: UKN09 - Ards and North Down

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Northern Ireland