This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/060840-2025">https://www.find-tender.service.gov.uk/Notice/060840-2025</a>

#### Contract

# C1245 - Full Services Marketing

NI Water and its subsidiaries

F06: Contract award notice – utilities Notice identifier: 2025/S 000-060840

Procurement identifier (OCID): ocds-h6vhtk-04e5a0

Published 30 September 2025, 12:08pm

# **Section I: Contracting entity**

# I.1) Name and addresses

NI Water and its subsidiaries

Westland House

**Belfast** 

**BT14 6TE** 

#### Contact

sourcingniwater.com

#### **Email**

sourcing@niwater.com

#### Country

**United Kingdom** 

### Region code

**UK - United Kingdom** 

#### Internet address(es)

Main address

https://etendersni.gov.uk/epps

Buyer's address

https://etendersni.gov.uk/epps

## I.6) Main activity

Water

# **Section II: Object**

## II.1) Scope of the procurement

II.1.1) Title

C1245 - Full Services Marketing

#### II.1.2) Main CPV code

• 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Appointment of a Full Service Marketing Agency to support, maintain and develop specified communications activity in relation to internal, external and stakeholder campaigns.

#### II.1.6) Information about lots

This contract is divided into lots: No

#### II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £3,800,000

## II.2) Description

#### II.2.2) Additional CPV code(s)

- 79342100 Direct marketing services
- 79342000 Marketing services
- 79340000 Advertising and marketing services

#### II.2.3) Place of performance

**NUTS** codes

· UKN - Northern Ireland

#### II.2.4) Description of the procurement

Appointment of a Full Service Marketing Agency to support, maintain and develop specified communications activity in relation to internal, external and stakeholder campaigns.

#### II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 50

Cost criterion - Name: Price / Weighting: 50

#### II.2.11) Information about options

Options: No

#### II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

#### II.2.14) Additional information

The figure of £3.8m represents the anticipated contract value which ranges from £3m to £5m.

# Section IV. Procedure

## **IV.1) Description**

#### IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

#### IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

# IV.2) Administrative information

#### IV.2.1) Previous publication concerning this procedure

Notice number: <u>2025/S 000-006446</u>

# Section V. Award of contract

#### **Contract No**

1

#### **Title**

Contract

A contract/lot is awarded: Yes

## V.2) Award of contract

#### V.2.1) Date of conclusion of the contract

30 September 2025

#### V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

ANDERSON SPRATT GROUP LTD

Anderson House

BELFAST

BT4 2GU

Email

dbrennan@asgcomms.com

Telephone

+44 2890802020

Country

**United Kingdom** 

**NUTS** code

• UK - United Kingdom

Internet address

https://etendersni.gov.uk/epps

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £3,800,000

Total value of the contract/lot: £3,800,000

# Section VI. Complementary information

# VI.4) Procedures for review

VI.4.1) Review body

Northern Ireland Water

Belfast

Country

United Kingdom