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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: [2025/S 000-006446](#)

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