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Tender

ID 5828145 - DfE Provision of Full-Service Marketing Agency for Northern Ireland Screen

Northern Ireland Screen

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

Notice identifier: 2025/S 000-069889

Procurement identifier (OCID): ocds-h6vhtk-05d776 ([view related notices](#))

Published 30 October 2025, 4:53pm

Scope

Reference

ID 5828145

Description

Northern Ireland Screen wishes to appoint a Supplier to support, maintain and develop specified communications activity in relation to internal, external and stakeholder campaigns.

Suppliers should refer to the Specification Schedule for full detail on the deliverables of this contract.

Total value (estimated)

- £312,500 excluding VAT

- £375,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 19 January 2026 to 18 January 2028
- Possible extension to 18 January 2031
- 5 years

Description of possible extension:

There will be the option to extend the Contract for three further periods of one year each.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341400 - Advertising campaign services
- 79341200 - Advertising management services
- 22462000 - Advertising material
- 79410000 - Business and management consultancy services
- 79416000 - Public relations services
- 79416100 - Public relations management services

- 79416200 - Public relations consultancy services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79342200 - Promotional services
- 79413000 - Marketing management consultancy services
- 79961100 - Advertising photography services
- 92111220 - Advertising video-tape production

Participation

Legal and financial capacity conditions of participation

Not applicable

Technical ability conditions of participation

Not applicable

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

21 November 2025, 3:00pm

Tender submission deadline

1 December 2025, 3:00pm

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)

6 January 2026

Award criteria

Name	Description	Type
AC1 - Creative Task	Description of creative task for information purposes only. For scoring purposes, this task is split into 3 sub tasks, AC1a, AC1b and AC1c.	Quality
AC1a - Campaign Strategy	Weighting - 28%	Quality
AC1b - Channel Approach	Weighting - 12%	Quality
AC1c - Evaluation and KPIs	Weighting - 12%	Quality
AC2 - Contract Management	Weighting - 12%	Quality
AC3 - Creative Director Experience	Weighting - 8%	Quality
AC4 - Core Senior Team Experience	Weighting - 8%	Quality
AC5 - Average Hourly Rate	Weighting - 20%	Price

Weighting description

Qualitative Criteria: 80% weighting.

Quantitative Criteria: 20% weighting.

Please refer to the Instructions to Tender document for further information on all criteria.

The Contracting Authority may during the process refine an award criterion in line with section 24 of the PA 2023. Where this is the case revised tender documentation will be provided to all suppliers clearly indicating any refinements made.

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

Northern Ireland Screen

- Public Procurement Organisation Number: PNLP-6965-GDBD

3rd Floor Alfred House, 21 Alfred Street

Belfast

BT2 8ED

United Kingdom

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

Region: UKN06 - Belfast

Organisation type: Public authority - central government

Devolved regulations that apply: Northern Ireland

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.