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Contract

## **Provision of an Integrated Marketing Campaign for Lisburn and Castlereagh City Council**

Lisburn & Castlereagh City Council

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-073044

Procurement identifier (OCID): ocds-h6vhtk-056601 ([view related notices](#))

Published 12 November 2025, 10:15am

### **Scope**

#### **Description**

Tender for the delivery of a creative Integrated Marketing Campaign

(IMC) for Lisburn and Castlereagh City Council, for a maximum of 3 years.

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### **Contract 1. Provision of an Integrated Marketing Campaign for Lisburn and Castlereagh City Council**

## **Supplier**

- ANDERSON SPRATT GROUP LIMITED

## **Contract value**

- £1,020,000 including VAT

Above the relevant threshold

## **Date signed**

15 October 2025

## **Contract dates**

- 15 October 2025 to 14 October 2027
- Possible extension to 14 October 2028
- 3 years

Description of possible extension:

1year+1+1

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## Contract locations

- UKN0E - Lisburn and Castlereagh

## Key performance indicators

Name	Description	Reporting frequency
6.1	To achieve advertising awareness amongst survey respondents of greater than industry norm	12 months
6.2	To expect as a minimum that 5% of the Northern Ireland population, in a representative sample, have seen campaign marketing as a direct result.	12 months
6.3	To achieve a 5.6% per annum increase in tourism revenue into the area as a result of the Integrated Marketing Campaign.	12 months

## Other information

### Conflicts assessment prepared/revised

Yes

## Procedure

### Procedure type

Open procedure

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## Supplier

### **ANDERSON SPRATT GROUP LIMITED**

- Companies House: NI026707
- Public Procurement Organisation Number: PDZV-2668-CBJR

Anderson House, 409 Holywood Road

Belfast

BT4 2GU

United Kingdom

Email: [hello@asgcomms.com](mailto:hello@asgcomms.com)

Website: <http://www.asgcomms.com>

Region: UKN06 - Belfast

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Provision of an Integrated Marketing Campaign for Lisburn and Castlereagh City Council

## **Contracting authority**

### **Lisburn & Castlereagh City Council**

- Public Procurement Organisation Number: PHHT-5875-NTNM

Lagan Valley Island

Lisburn

BT27 4RL

United Kingdom

Email: [procurementstaff@lisburncastlereagh.gov.uk](mailto:procurementstaff@lisburncastlereagh.gov.uk)

Region: UKN0E - Lisburn and Castlereagh

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Northern Ireland