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Award

## **DFE Tourism NI Managed Business Support Services**

Tourism NI

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-073807

Procurement identifier (OCID): ocds-h6vhtk-04eab7 ([view related notices](#))

Published 14 November 2025, 9:49am

### **Scope**

### **Reference**

ID 5827949

### **Description**

The Northern Ireland Tourist Board trading as Tourism Northern Ireland (TNI) ("the Client") wishes to appoint a Contractor to provide a Managed Business Support Service to the

Tourism Industry

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## **Contract 1. DFE Tourism NI Managed Business Support Services**

### **Supplier**

- PROFILETREE WEB DESIGN AND DIGITAL MARKETING LIMITED

### **Contract value**

- £4,000,000 excluding VAT
- £4,800,000 including VAT

Above the relevant threshold

### **Award decision date**

13 November 2025

### **Date assessment summaries were sent to tenderers**

13 November 2025

### **Standstill period**

- End: 25 November 2025
- 8 working days

### **Earliest date the contract will be signed**

26 November 2025

### **Contract dates (estimated)**

- 26 November 2025 to 25 November 2028
- Possible extension to 25 November 2030
- 5 years

Description of possible extension:

Option to extend for two periods of 12 months each

### **Main procurement category**

Services

### **CPV classifications**

- 73220000 - Development consultancy services
- 79410000 - Business and management consultancy services
- 80000000 - Education and training services

### **Contract locations**

- UKN - Northern Ireland

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### **Information about tenders**

- 6 tenders received
- 6 tenders assessed in the final stage:

- 6 submitted by small and medium-sized enterprises (SME)
- 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 5 suppliers unsuccessful (details included for contracts over £5 million)

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## Procedure

### Procedure type

Open procedure

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## Supplier

### PROFILETREE WEB DESIGN AND DIGITAL MARKETING LIMITED

- Companies House: NI665548
- Public Procurement Organisation Number: PQJQ-4576-NRBG

Mcsweeney Centre

Belfast

BT15 2AY

United Kingdom

Email: [michelle@profiletree.com](mailto:michelle@profiletree.com)

Website: <http://www.profiletree.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. DFE Tourism NI Managed Business Support Services

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## Contracting authority

### Tourism NI

- Public Procurement Organisation Number: PPMV-2979-BDPH

Floors 10-12, Linum Chambers, Bedford Square, Bedford Street

Belfast

BT2 7ES

United Kingdom

Email: [ssdadmin.cpd@finance-ni.gov.uk](mailto:ssdadmin.cpd@finance-ni.gov.uk)

Region: UKN06 - Belfast

Organisation type: Public authority - central government

Devolved regulations that apply: Northern Ireland

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## Other organisation

These organisations are carrying out the procurement, or part of it, on behalf of the contracting authorities.

### Department of Finance (Northern Ireland)

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](mailto:ssdadmin.cpd@finance-ni.gov.uk)

Region: UKN06 - Belfast

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## Contact organisation

Contact Department of Finance (Northern Ireland) for any enquiries.

