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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

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

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)

Procedure

Procedure type

Open procedure

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

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

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

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.

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

Region: UKN06 - Belfast

Contact organisation

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

