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Award

DfC - National Museums NI - Provision of Marketing and Communication Services

National Museums Northern Ireland

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

Notice identifier: 2025/S 000-082041

Procurement identifier (OCID): ocds-h6vhtk-05a163 ([view related notices](#))

Published 11 December 2025, 2:15pm

Scope

Reference

ID 5830444

Description

National Museums NI wishes to appoint a Supplier(s) to deliver design, advertising and creative services, media buying, communications and Public Relations (PR) and digital marketing services.

Lot Lot 1. Design, Advertising and Creative Services

Description

National Museums NI is seeking a creative, dynamic Supplier who will help us shape and create standout museum brands, connect with audiences and amplify the impact of each museum. To be bold and unique, relevant and impactful.

Lot 2. Offline Media Buying

Description

National Museums NI is seeking a media buying agency who will strive to ensure we reach as many people as possible within our budgets through offline advertising. Remembering our remit as a public body and offering maximum value for the public.

Lot 3. Digital Marketing Services

Description

National Museums NI is seeking a dedicated digital marketing partner to ensure that our digital reach is maximised through a comprehensive and always-on digital advertising and digital marketing strategy, working towards establishing a digital audience framework, providing expertise in targeting and segmenting digital audiences beyond simple demographics.

Lot 4. Communications and PR Services

Description

National Museums NI is seeking a proactive communications partner who will amplify far and wide the impact of what we do on a day-to-day basis as well as supporting our corporate communications needs. From events to major stories, we want an agency with the ability to seek the opportunities and optimise them.

Contract 1. Lot 1: Design, Advertising and Creative Services

Lots

Lot Lot 1. Design, Advertising and Creative Services

Supplier

- [BIG AND BOLD LIMITED](#)

Contract value

- £700,000 excluding VAT
- £840,000 including VAT

Above the relevant threshold

Award decision date

9 December 2025

Date assessment summaries were sent to tenderers

9 December 2025

Standstill period

- End: 22 December 2025
- 8 working days

Earliest date the contract will be signed

23 December 2025

Contract dates (estimated)

- 5 January 2026 to 31 December 2028
- Possible extension to 31 December 2030
- 4 years, 11 months, 27 days

Description of possible extension:

There are two options to extend by 12 months each

Main procurement category

Services

CPV classifications

- 79400000 - Business and management consultancy and related services
- 79410000 - Business and management consultancy services
- 79412000 - Financial management consultancy services
- 79414000 - Human resources management consultancy services
- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

Contract locations

- UKN - Northern Ireland
-

Contract 2. Lot 2: Offline Media Buying

Lots

Lot 2. Offline Media Buying

Supplier

- [ANDERSON SPRATT GROUP LTD](#)

Contract value

- £350,000 excluding VAT
- £420,000 including VAT

Above the relevant threshold

Award decision date

9 December 2025

Date assessment summaries were sent to tenderers

9 December 2025

Standstill period

- End: 22 December 2025
- 8 working days

Earliest date the contract will be signed

23 December 2025

Contract dates (estimated)

- 5 January 2026 to 31 December 2028
- Possible extension to 31 December 2030
- 4 years, 11 months, 27 days

Description of possible extension:

There are two options to extend by 12 months each

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management services
- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

Contract locations

- UKN - Northern Ireland
-

Contract 3. Lot 3: Digital Marketing Services

Lots

Lot 3. Digital Marketing Services

Supplier

- [ANDERSON SPRATT GROUP LTD](#)

Contract value

- £175,000 excluding VAT
- £215,000 including VAT

Above the relevant threshold

Award decision date

9 December 2025

Date assessment summaries were sent to tenderers

9 December 2025

Standstill period

- End: 22 December 2025
- 8 working days

Earliest date the contract will be signed

23 December 2025

Contract dates (estimated)

- 5 January 2026 to 31 December 2028
- Possible extension to 31 December 2030
- 4 years, 11 months, 27 days

Description of possible extension:

There are two options to extend by 12 months each

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

Contract locations

- UKN - Northern Ireland
-

Contract 4. Lot 4: Communications and PR Services

Lots

Lot 4. Communications and PR Services

Supplier

- [NAVIGATOR BLUE LTD](#)

Contract value

- £500,000 excluding VAT
- £600,000 including VAT

Above the relevant threshold

Award decision date

9 December 2025

Date assessment summaries were sent to tenderers

9 December 2025

Standstill period

- End: 22 December 2025
- 8 working days

Earliest date the contract will be signed

23 December 2025

Contract dates (estimated)

- 5 January 2026 to 31 December 2028

- Possible extension to 31 December 2030
- 4 years, 11 months, 27 days

Description of possible extension:

There are two options to extend by 12 months each

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management services
- 79410000 - Business and management consultancy services
- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

Contract locations

- UKN - Northern Ireland

Information about tenders

Lot Lot 1. Design, Advertising and Creative Services

- 7 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)
-

Lot 2. Offline Media Buying

- 1 tender received
 - 1 tender assessed in the final stage:
 - 1 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
 - 1 supplier awarded contracts
 - 0 suppliers unsuccessful (details included for contracts over £5 million)
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Lot 3. Digital Marketing Services

- 3 tenders received
 - 3 tenders assessed in the final stage:
 - 3 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
 - 1 supplier awarded contracts
 - 2 suppliers unsuccessful (details included for contracts over £5 million)
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Lot 4. Communications and PR Services

- 5 tenders received
- 5 tenders assessed in the final stage:
 - 5 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 4 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Suppliers

ANDERSON SPRATT GROUP LTD

- Public Procurement Organisation Number: PDZV-2668-CBJR

Anderson House

Belfast

BT4 2GU

United Kingdom

Email: dbrennan@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 2. Lot 2: Offline Media Buying

Contract 3. Lot 3: Digital Marketing Services

BIG AND BOLD LIMITED

- Public Procurement Organisation Number: PCRB-4759-TLJN

Cotton Court

Belfast

BT1 2ED

United Kingdom

Email: david.nurse@bigandbold.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. Lot 1: Design, Advertising and Creative Services

NAVIGATOR BLUE LTD

- Public Procurement Organisation Number: PYPX-4353-HXXW

The Baths

Belfast

BT2 8HS

United Kingdom

Email: b.scott@navigatorblue.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 4. Lot 4: Communications and PR Services

Contracting authority

National Museums Northern Ireland

- Public Procurement Organisation Number: PHRL-2489-HJBV

153 Bangor Road

Cultra

BT18 0EU

United Kingdom

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

Region: UKN09 - Ards and North Down

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.