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Award

DAERA PROVISION OF ADVERTISING AND RELATED SERVICES FOR DAERA WATER QUALITY CAMPAIGN

Department of Agriculture, Environment and Rural Affairs

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

Notice identifier: 2025/S 000-084814

Procurement identifier (OCID): ocds-h6vhtk-05dc9e ([view related notices](#))

Published 19 December 2025, 11:37am

Scope

Reference

ID 6030015

Description

The Department of Agriculture, Environment and Rural Affairs (DAERA), hereby referred to as 'the Buyer', wishes to appoint a Supplier to deliver advertising and related services for campaign advertising. The primary purpose of this campaign is to help Lough Neagh to recover and to help improve the quality of other water bodies, including rivers, lakes and coastal water, (source to sea) across Northern Ireland.

The campaign will provide information on the steps that we can all take to improve water quality, with the issue of Blue Green Algae in Lough Neagh being a significant focus.

Contract 1. DAERA PROVISION OF ADVERTISING AND RELATED SERVICES FOR DAERA WATER QUALITY CAMPAIGN

Supplier

- [ANDERSON SPRATT GROUP LTD](#)

Contract value

- £450,000 excluding VAT
- £540,000 including VAT

Above the relevant threshold

Award decision date

19 December 2025

Date assessment summaries were sent to tenderers

19 December 2025

Standstill period

- End: 5 January 2026

- 8 working days

Earliest date the contract will be signed

13 January 2026

Contract dates (estimated)

- 14 January 2026 to 30 April 2027
- Possible extension to 30 April 2028
- 2 years, 3 months, 18 days

Description of possible extension:

There is an option of one possible extension of up to twelve months.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341400 - Advertising campaign services

Information about tenders

- 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

Supplier

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 1. DAERA PROVISION OF ADVERTISING AND RELATED SERVICES FOR DAERA WATER QUALITY CAMPAIGN

Contracting authority

Department of Agriculture, Environment and Rural Affairs

- Public Procurement Organisation Number: PLDR-5748-GBBJ

303 Airport Road

Belfast

BT3 9ED

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 & Service 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

303 Airport Road West

Belfast

BT3 9ED

United Kingdom

Email: ssdadmin.cpd@finance-ni.gov.uk

Region: UKN06 - Belfast

Contact organisation

Contact [CPD - Supplies & Service Division](#) for any enquiries.