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Contract

Classified Advertising Framework Agreement for the Northern Ireland Civil Service, Agencies and Non-Departmental Public Bodies

Department of Finance

UK7: Contract details notice - Procurement Act 2023 - view information about notice types

Notice identifier: 2025/S 000-054006
Procurement identifier (OCID): ocds-h6vhtk-05436f (view related notices)
Published 4 September 2025, 3:27pm

Scope

Reference

ID 5827064

Description

The Northern Ireland Civil Service's Executive Information Service's Government Advertising Unit (GAU) established an Advertising Framework Agreement for Classified Advertising which will provide classified advertising on behalf of the Northern Ireland Public Sector.

Commercial tool

Establishes a framework

Framework

Maximum percentage fee charged to suppliers

0%

Framework operation description

The Buyer will initiate contact with the Supplier to advise that work is required.

Contact to include in the subject bar of the e-mail:

• Authority GovAd Reference number

• Title of advert

In the body of the e-mail to be included:

• Complete Placement Request form

• Word version of advert text

• What we are requesting (e.g. - Please forward proof and costs)

The Supplier is then to return to a proof of the advert in PDF format with the costs for each publication attached.

For Buyers other than GAU, the above process will largely remain the same however, they must clearly communicate to the Supplier their Security Clearance process as well as the invoicing process to ensure that prompt payment for the services is possible.

Award method when using the framework

Without competition

Contracting authorities that may use the framework

Contracting authorities that may use the framework are listed in Annex of 'Schedule 2 Specification'.

Contract 1. Classified Advertising Framework Agreement for the Northern Ireland Civil Service, Agencies and Non-Departmental Public Bodies

Supplier

- ANDERSON SPRATT GROUP LIMITED

Contract value

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

Above the relevant threshold

Date signed

18 August 2025

Contract dates

- 23 September 2025 to 22 September 2029
- 4 years

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services

Contract locations

- UKN - Northern Ireland

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

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

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. Classified Advertising Framework Agreement for the Northern Ireland Civil Service, Agencies and Non-Departmental Public Bodies

Contracting authority

Department of Finance

- Public Procurement Organisation Number: PVTL-7513-YWVJ

Stormont Castle

BELFAST

BT4 3ST

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 & 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 & Services Division for any enquiries.