

IRL-Dublin: public relations services
OJ S 51/2012 14/03/2012
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Health and Social Care Professionals Council (CORU)
Postal address: 13-15 The Mall, Beacon Court, Bracken Road, Sandyford
Town: Dublin
Country: Ireland
Contact person: Corporate Services
For the attention of: Gail Ferguson
E-mail: procurement@coru.ie
Telephone: +353 12933160
Fax: +353 12933170

Internet address(es):

General address of the contracting authority: www.coru.ie
Address of the buyer profile: http://www.etenders.gov.ie/search/Search_AuthProfile.aspx?ID=AA19725

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Health

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Multi Operator Framework Agreement for Public Affairs / Communications Services.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 11: Management consulting services [6] and related services

Main site or place of performance: 13-15 The Mall, Beacon Court, Bracken Road, Sandyford, Dublin 18.

NUTS code IE021 Dublin

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

The procurement involves the establishment of a framework agreement

II.1.4. Short description of the contract or purchase(s)

CORU engaged in a competitive process in order to establish a multi-party framework

agreement for its requirements relating to Public Affairs / Communications Services to support the Council in exercising its statutory functions and powers in carrying out their day to-day responsibilities.

3 agencies have appointed to the framework.

Seven (7) deliverables have been identified as requirements under the framework agreement:

Deliverable 1 - Public Affairs Advisory Services;

Deliverable 2 - Crisis Management;

Deliverable 3 - Communications strategy and campaign development;

Deliverable 4 - Internal communications;

Deliverable 5 - Media Training;

Deliverable 6 - Policy Development;

Deliverable 7 - Query Management.

II.1.5. CPV code(s)

79416000 Public relations services, 79416200 Public relations consultancy services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 120 000 EUR

excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Understanding & Methodology for Service Delivery. Weighting 35

2. Technical Merit of Human Resources. Weighting 20

3. Contract Management. Weighting 10

4. Reliability and Continuity of Supply. Weighting 5

5. Ultimate Cost. Weighting 30

IV.2.2. Information about electronic auction

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2011/S 124-206215](#) of 1.7.2011

Section V: Award of contract

Lot title: Multi Operator Framework Agreement for Public Affairs / Communications Services.

V.1. Date of conclusion of the contract

3.2.2012

V.2. Information about tenders

Number of tenders received: 8

V.3. Name and address of the contractor

Official name: Keating and Associates Public Relations

Postal address: 19 Fitzwilliam Place

Town: Dublin

Postal code: 2

Country: Ireland

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

Lot title: Multi Operator Framework Agreement for Public Affairs / Communications Services.

V.1. Date of conclusion of the contract

3.2.2012

V.2. Information about tenders

Number of tenders received: 8

V.3. Name and address of the contractor

Official name: Drury Communications

Postal address: 17a Gilford Road, Sandymount

Town: Dublin

Postal code: 4

Country: Ireland

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

Lot title: Multi Operator Framework Agreement for Public Affairs / Communications Services.

V.1. Date of conclusion of the contract

3.2.2012

V.2. Information about tenders

Number of tenders received: 8

V.3. Name and address of the contractor

Official name: MKC Communications

Postal address: 4 Lower Pembroke Street

Town: Dublin

Postal code: 2

Country: Ireland

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

VI.2. Additional information

(ET Ref:394192).

VI.3. Procedures for review

VI.3.1. Review body

Official name: The High Court

Postal address: Inns Quay

Town: Dublin

Postal code: 7

Country: Ireland

Internet address: www.courts.ie

Body responsible for mediation procedures

Official name: N/A

Country: Ireland

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: Please contact a legal advisor.

VI.3.3. Service from which information about the review procedure may be obtained

Official name: Please contact a legal advisor

Country: Ireland

VI.4. Date of dispatch of this notice

9.3.2012