

**Ireland-Dublin: Public relations consultancy services**

OJ S 68/2023 05/04/2023

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Tourism Ireland CLG

National registration number: N/A

Postal address: 4th Floor - Bishop's Square, Redmond's Hill

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D02 TD99

Country: Ireland

Contact person: Procurement Officer

E-mail: [hhughes@tourismireland.com](mailto:hhughes@tourismireland.com)**Internet address(es):**Main address: <http://www.ireland.com>Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1197>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [http://irl.eu-supply.com/app/rfq/rwentrance\\_s.asp?PID=238585&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwentrance_s.asp?PID=238585&B=ETENDERS_SIMPLE)[PID=238585&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwentrance_s.asp?PID=238585&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [http://irl.eu-supply.com/app/rfq/rwentrance\\_s.asp?PID=238585&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwentrance_s.asp?PID=238585&B=ETENDERS_SIMPLE)

Tenders or requests to participate must be submitted to the abovementioned address

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Other activity: Tourism - Destination Marketing

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Destination PR Consultancy Services on behalf of Tourism Ireland in the GB Market

Reference number: DPR/GB/2023

**II.1.2. Main CPV code**

79416200 Public relations consultancy services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

Tourism Ireland requires a standout PR Agency to support the Tourism Ireland Publicity team in Great Britain to increase holidaymakers to the island of Ireland. The agency must be enthusiastic, bring innovative ideas, and demonstrate a can-do attitude with excellent media relationships and publicity expertise, within the GB market.

It is anticipated that work under the Contract will commence in October 2023

Contract Period will be for an initial term of 3 years, subject to budget and annual performance review, and other factors. The contract will take effect on the Commencement Date, with a six (6) month probationary period during which time Tourism Ireland may, at its sole discretion, terminate with one (1) month's prior notice. Tourism Ireland may, at its sole discretion, and, subject to budget, satisfactory performance, and other factors, extend annually for up to two [2] further years.

### **II.1.5. Estimated total value**

Value excluding VAT: 756 000,00 EUR

### **II.1.6. Information about lots**

This contract is divided into lots: no

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

79416000 Public relations services, 79416100 Public relations management services

### **II.2.3. Place of performance**

NUTS code: UKM Scotland

NUTS code: UKL Wales

NUTS code: UKK South West (England)

NUTS code: UKJ South East (England)

NUTS code: UKI London

NUTS code: UKH East of England

NUTS code: UKD North West (England)

NUTS code: UKC North East (England)

NUTS code: UK United Kingdom

Main site or place of performance: GB Market

### **II.2.4. Description of the procurement**

Tourism Ireland requires a standout PR Agency to support the Tourism Ireland Publicity team in Great Britain to increase holidaymakers to the island of Ireland. The agency must be enthusiastic, bring innovative ideas, and demonstrate a can-do attitude with excellent media relationships and publicity expertise, within the GB market.

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### **II.2.5.**

### **Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

Value excluding VAT: 756 000,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

The initial Contract term will be for 3 years, subject to budget and annual performance review, and other factors. Year 1 will have a (6) month probationary period during which time Tourism Ireland may, at its sole discretion, terminate with (1) month's prior notice. Tourism Ireland may opt to extend annually for up to [2] further years up to a max term of 5 years.

#### **II.2.9. Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 5  
Objective criteria for choosing the limited number of candidates:

Evaluation against the pre-qualification and suitability criteria detailed in the RFT documentation - Appendix 1 of the Instructions.

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

#### **II.2.14. Additional information**

### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Selection criteria as stated in the procurement documents available for downloading from the Irish Government

procurement portal [www.etenders.gov.ie](http://www.etenders.gov.ie)

##### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

Selection criteria as stated in the procurement documents available for downloading from the Irish Government

procurement portal [www.etenders.gov.ie](http://www.etenders.gov.ie)

Minimum level(s) of standards possibly required:

As stated in the procurement documents available for downloading from the Irish Government procurement portal [www.etenders.gov.ie](http://www.etenders.gov.ie)

### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

Selection criteria as stated in the procurement documents available for downloading from the Irish Government

procurement portal [www.etenders.gov.ie](http://www.etenders.gov.ie)

Minimum level(s) of standards possibly required:

As stated in the procurement documents available for downloading from the Irish Government procurement portal [www.etenders.gov.ie](http://www.etenders.gov.ie)

### **III.2. Conditions related to the contract**

#### **III.2.3. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

## **Section IV: Procedure**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Restricted procedure

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

### **IV.2. Administrative information**

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 03/05/2023 Local time: 12:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

Date: 01/06/2023

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 12 (from the date stated for receipt of tender)

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

1) Interested parties must register their interest on the eTenders website ([www.etenders.gov.ie](http://www.etenders.gov.ie)) in order to be included on the mailing list for clarifications. All information relating to attachments, including clarifications and changes, will be published on the Irish Government Procurement Opportunities Portal ([www.etenders.gov.ie](http://www.etenders.gov.ie)) only. Registration is free of charge. Tourism Ireland will not accept responsibility for information relayed (or not relayed) via third parties;

- 2) This is the first stage in a 2-stage Restricted Tender process. This is the sole call for requests to participate for this contract;
- 3) The Contracting Authority will not be responsible for any costs, charges or expenses incurred by candidates or tenderers;
- 4) Contract award will be subject to the approval of the Board of Tourism Ireland;
- 5) Tourism Ireland reserves the right to permit its sister agencies, Fáilte Ireland and Tourism Northern Ireland, to draw down services under any agreement resulting from this procurement process;
- 6) Award of this contract will be subject to selected candidate obtaining a Tax Clearance Certificate as required by the Irish Revenue Commissioners;
- 7) At its absolute discretion, the contracting authority may elect to terminate this procurement process, or any contract awarded at any time;
- 8) Please note in relation to all documents, that where reference is made to a particular standard, make, source, process, trademark, type or patent, that this is not to be regarded as a de facto requirement. In all such cases it should be understood that such indications are to be treated strictly and solely for reference purposes only, to which the words "or equivalent" will always be appended;
- 9) Without prejudice to the principle of equal treatment, the Contracting Authority is not obliged to engage in a clarification process in respect of the procurement documents with missing or incomplete information. Therefore, respondents are advised to ensure that they return completed documentation in order to avoid the risk of elimination from the competition;
- 10) At Section II.2.9) we have indicated that 5 applicants will be invited to tender, please note that the Contracting Authority reserves the right to invite at least 5 subject to that number qualifying;
- 11) Requests to participate must be delivered as per the instructions;
- 12) Tourism Ireland will not accept or consider requests to participate delivered after this deadline;
- 13) Tourism Ireland will not be responsible for costs, charges or expenses incurred by applicants, whether or not a final contract is awarded;
- 14) Tourism Ireland is subject to the provisions of the Code of Practice on Freedom of Information for North/ South Implementation Bodies and Tourism Ireland, which is available on Tourism Ireland's website;
- 15) To the extent that any Personal Data is processed in connection with the provision of the Services or otherwise, the provisions set out in Tourism Ireland's ICT and GDPR guidelines shall apply to such processing;
- 16) Award of this contract will be subject to selected candidate being qualified for the purposes of the Fair Employment and Treatment (Northern Ireland) Order 1998, if based in Northern Ireland.
- 17) The contract will be subject to Irish law;
- 18) Tourism Ireland reserves the right without advance notice (and without giving reasons unless so required by law and without liability to the applicants) to amend or otherwise change the process or to terminate the process.
- 19) Tourism Ireland is committed to purchasing responsibly / Green Procurement.

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: The High Court of Ireland

Postal address: Chief Registrar, The Four Courts

Town: Dublin

Postal code: D7

Country: Ireland

Internet address: <https://www.tourismireland.com/>

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

Precise information on deadline(s) for review procedures: In accordance with Remedies Legislation and S.I. 130. Please consult your own legal advisors.

**VI.5. Date of dispatch of this notice**

31/03/2023