

Ireland-Dublin: Public relations services
OJ S 160/2013 20/08/2013
Contract notice
Services

Directive 2004/18/EC**Section I: Contracting authority**

I.1. Name and addresses

Official name: An Post National Lottery Company

Postal address: Abbey Street Lower

Town: Dublin

Postal code: 1

Country: Ireland

For the attention of: Barbara Weafer

E-mail: barbara.weafer@lottery.ie

Telephone: +353 18364444

Fax: +353 18366034

Internet address(es):

General address of the contracting authority: <http://www.lottery.ie>

Additional information can be obtained from:

Official name: A questionnaire is available to download from and further information may be obtained from www.etenders.gov.ie

Postal address: Document available on www.etenders.gov.ie

Country: Ireland

Internet address: <http://www.etenders.gov.ie>

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

Official name: A pre-qualification questionnaire documents is available on www.etenders.gov.ie

Country: Ireland

Internet address: <http://www.etenders.gov.ie>

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

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Other: National Lottery

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 attributed to the contract by the contracting authority**

Public Relations Services - Public Relations Consultancy and Related 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

NUTS code IE Éire / Ireland

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

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

The National Lottery is responsible for a number of Lottery games including twice-weekly Lotto draws and associated games, EuroMillions, Daily Million, TellyBingo, TV game shows, Millionaire Raffle and a range of scratch card games.

The National Lottery wishes to contract for professional external public relations support with a particular focus on:

- 1) Corporate PR - assisting the National Lottery in the design, development and implementation of its communications strategy including the production of the company's annual report.
- 2) Consumer Strategy - assisting the National Lottery in the development of Consumer PR Strategy to include the launching of new games, introduction of new channels (digital/online /mobile), announcements of major prize funds and sponsorship opportunities. The selected PR agency will also be responsible for the generation of ongoing publicity to support such activity including photography and event management.
- 3) Product Activation - assisting the company in developing and implementing plans for media activation opportunities for game launches and prize announcements and other activities as required.
- 4) Event Management - assisting the National Lottery in planning, structuring and organising both corporate and product related events where required.
- 5) Social Media Communications – assisting the National Lottery with its social media strategy including community management and development of current and future social media platforms.
- 6) Media Relations – assisting the National Lottery in both pro-active and re-active media relations including issues management and crisis management.

II.1.6. CPV code(s)

79416000 Public relations services, 79416200 Public relations consultancy services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

See pre-qualification questionnaire for full details. This document is available to download on www.etenders.gov.ie

Estimated value excluding VAT:

Range: between 350 000 and 1 750 000 EUR

II.2.2. Information about options

Options: yes

Description of options: See pre-qualification questionnaire for full details. This document is available to download on www.etenders.gov.ie

II.2.3. Information about renewals

II.3. Duration of the contract or time limit for completion

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

See document available to download on www.etenders.gov.ie

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

Any grouping must be in such legal form to contract as a single entity.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: Please refer to pre-qualification questionnaire document available to download from www.etenders.gov.ie

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: Please refer to pre-qualification questionnaire document available to download from www.etenders.gov.ie

III.2.2. Economic and financial ability

List and brief description of conditions: Please refer to pre-qualification questionnaire document available to download from www.etenders.gov.ie

Minimum level(s) of standards possibly required: Please refer to pre-qualification questionnaire document available to download from www.etenders.gov.ie

III.2.3. Technical and professional ability

List and brief description of conditions:

Please refer to pre-qualification questionnaire document available to download from www.etenders.gov.ie

Minimum level(s) of standards possibly required:

Please refer to pre-qualification questionnaire document available to download from www.etenders.gov.ie

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. 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: yes

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.1.2. Information about the limits on the number of candidates to be invited

Objective criteria for choosing the limited number of candidates: The National Lottery intends to prepare a shortlist of a minimum of at least the top five scoring candidates, and invite them to tender but depending on the quality and number of applications received and provided there is at least this number who meet and fulfil the minimum rules and criteria for selection.

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

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

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

17.9.2013 - 12:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

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

VI.3. Additional information

An Post National Lottery Company reserves the right to award a contract to more than one service provider. Any contract that may result from this procurement competition will be issued for a term up to the date on which the new National Lottery Licence comes into effect with the possibility to extend the term for a period or periods up to a maximum duration of five years (including the initial term) subject to there being an option for the successful bidder to enter into a novation agreement with the holder of the new National Lottery Licence and subject to the full agreement of the new National Lottery Licence holder. The award of the contract may be subject to successful presentation and interview. The awarding authority will not be responsible for any costs, charges or expenses incurred by service providers in the preparation of applications or tenders. It will be a condition of the award of the contract that the successful tender(s) and all sub-contractors (if applicable) can promptly produce and maintain for the duration of the contract a valid and current Tax Clearance Certificate from the Irish Revenue Commissioners in compliance with Circular (43) 2006 (or as amended). Suppliers must register their interest on the etenders website (www.etenders.gov.ie) in order to be included on the mailing list of clarifications. Please note that all information relating to attachments, including clarifications and changes, will be published on the Irish Government Procurement Opportunities Portal (www.etenders.gov.ie) only.

To receive more information about this tender, including any amendments and/or clarifications and to request any clarifications and/or to respond to this tender, you must register your interest to this tender on the following site: https://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=68719&B=ETENDERS_SIMPLE

VI.4. Procedures for review

VI.4.1. Review body

Official name: The High Court

Postal address: Chief Registrar, Four Courts, Inns Quay

Town: Dublin

Postal code: 7

Country: Ireland

Internet address: <http://www.courts.ie>

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

16.8.2013