

Ireland-Cork: Public relations services
OJ S 102/2023 30/05/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Safefood

National registration number: N/A

Postal address: 7, Eastgate Ave., Eastgate Business Park,

Town: Cork

NUTS code: IE0 Ireland

Postal code: Little Island

Country: Ireland

Contact person: Claire Cluskey

E-mail: claire@empirica.ie

Telephone: +353 212304100

Internet address(es):

Main address: <http://www.safefood.eu>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/580>

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Public Relations Services

Reference number: 183140

II.1.2. Main CPV code

79416000 Public relations services

II.1.3. Type of contract

Services

II.1.4. Short description

Safefood proposes to engage in a competitive process for the establishment of two single-party Framework Agreements as follows:

Lot 1: Single-party Framework Agreement for the provision of Public Relations Services for the Republic of Ireland (ROI)

Lot 2: Single-party Framework Agreement for the provision of Public Relations Services for Northern Ireland (NI)

Interested parties may apply for one or both lots.

If applying for both lots, please provide a separate PQQ document for each lot.

The Public Relations services will include integrated communications planning; issue management; stakeholder relations; media relations; media briefing advice; on-going Public Relations support.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 600 000,00 EUR

II.2. Description

II.2.1. Title

Public Relations Services Republic of Ireland

Lot No: 1

II.2.2. Additional CPV code(s)

79416100 Public relations management services, 79416200 Public relations consultancy services

II.2.3. Place of performance

NUTS code: IE0 Ireland

Main site or place of performance: Dublin

II.2.4. Description of the procurement

safefood proposes to engage in a competitive process for the establishment of two single-party Framework Agreements as follows:

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Lot 2: Single-party Framework Agreement for the provision of Public Relations Services for Northern Ireland (NI)

Interested parties may apply for one or both lots.

If applying for both lots, please provide a separate PQQ document for each lot.

The Public Relations services will include integrated communications planning; issue management; stakeholder relations; media relations; media briefing advice; on-going Public Relations support.

II.2.5. Award criteria

Price

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

II.2. Description

II.2.1. Title

Public Relations Services Northern Ireland
Lot No: 2

II.2.2. Additional CPV code(s)

79416100 Public relations management services, 79416200 Public relations consultancy services

II.2.3. Place of performance

NUTS code: IE0 Ireland
NUTS code: IE Éire / Ireland
Main site or place of performance: Dublin

II.2.4. Description of the procurement

safe food proposes to engage in a competitive process for the establishment of two single-party Framework Agreements as follows:
Lot 1: Single-party Framework Agreement for the provision of Public Relations Services for the Republic of Ireland (ROI)
Lot 2: Single-party Framework Agreement for the provision of Public Relations Services for Northern Ireland (NI)
Interested parties may apply for one or both lots.
If applying for both lots, please provide a separate PQQ document for each lot.
The Public Relations services will include integrated communications planning; issue management; stakeholder relations; media relations; media briefing advice; on-going Public Relations support.

II.2.5. Award criteria

Price

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 IV: Procedure**

IV.1. Description**IV.1.1. Type of procedure**

Restricted procedure

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

The procurement involves the establishment of a framework agreement

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

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information**IV.2.1.**

Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 015-032412](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 1

Title:

Public Relations Services Republic of Ireland

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/07/2021

V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Wilson Hartnell Public Relations

National registration number: 9F40559A

Postal address: 6 Ely Place

Town: Dublin

NUTS code: IE0 Ireland

Postal code: Dublin

Country: Ireland

E-mail: alison.macdonald@ogilvy.com

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

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 200 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Title:

Public Relations Services Northern Ireland

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/07/2021

V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: ASG & Partners

National registration number: GB 375767990

Postal address: Anderson House

Town: Belfast

NUTS code: UKN Northern Ireland

Postal code: 409 Hollywood Road

Country: United Kingdom

E-mail: natasha@Asgandpartners.com

Telephone: +44 2890802000

Internet address: <http://www.asgandpartners.com>

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 200 000,00 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Central Office of the High Court

Postal address: Four Courts

Town: Dublin

Postal code: 07

Country: Ireland

VI.5. Date of dispatch of this notice

25/05/2023