

Ireland-Cork: Public relations services
OJ S 178/2015 15/09/2015
Contract notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Food Safety Promotion Board

National registration number: N/A

Postal address: 7 Eastgate Avenue, Little Island

Town: Cork

Country: Ireland

For the attention of: Edel Quinn

E-mail: info@achilles.ie

Internet address(es):

General address of the contracting authority: <http://www.safefood.eu>

Address of the buyer profile: <http://irl.eu-supply.com/ctm/Supplier/CompanyInformation/Index/415>

Electronic access to information: http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=92545&B=ETENDERS_SIMPLE

Electronic submission of tenders and requests to participate: http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=92545&B=ETENDERS_SIMPLE

Additional information can be obtained from:

the abovementioned address

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

the abovementioned address

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: food safety and nutrition

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

Establishment of a single party framework agreement for Public Relations Services in Republic of Ireland (ROI) and Northern Ireland (NI).

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: Island of Ireland.

NUTS code IE Éire / Ireland

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

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with a single operator

Duration of the framework agreement

Duration in years: 4

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT:

Range: between 60 000 and 400 000 EUR

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

Safefood is a North-South body, responsible for the promotion of food safety and healthy eating on the island of Ireland. It was established in 1999 under the terms of the British-Irish Agreement Act 1999 and the North-South Co-operation (Implementation Bodies) Northern Ireland Order 1999.

Safefood proposes to engage in a competitive process for the establishment of 2 single party framework agreements as follows:

1. Framework Agreement for the provision of Public Relations Services for the Republic of Ireland (ROI)
2. Framework agreement for the provision of Public Relations Services for Northern Ireland (NI).

Interested parties may apply for 1 or both lots.

II.1.6. CPV code(s)

79416000 Public relations 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: yes

Tenders may be submitted for one or more lots

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

The duration of the framework agreements will be for 4 years. For the avoidance of doubt, the period for delivery of any subsequent contracts entered into may extend beyond the date of expiry of the framework.

At a minimum, the successful service provider will be required to deliver integrated communications planning and issue management, offer strategic advice on stakeholder relations and media relations and provide ongoing support in the field of public relations.

Estimated value excluding VAT:

Range: between 60 000 and 400 000 EUR

II.2.2.

Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

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

Duration in months: 048 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Single party framework agreement for Public Relations in Republic of Ireland (ROI)

1) Short description

Safefood proposes to engage in a competitive process in order to establish two single operator framework agreements for its requirements relating to Public Relations services. The Public Relations Services will include integrated communications planning, stakeholder and media relations, ongoing public relations support, media briefing advice, issue management as well as offering strategic communications advice in the field of public relations.

The duration of the framework agreements will be for 4 years. For the avoidance of doubt, the period for delivery of any subsequent contracts entered into may extend beyond the date of expiry of the framework.

2) CPV code(s)

79416000 Public relations services

3) Quantity or scope

In developing each individual campaign, the successful tenderer (s) will be expected to work in conjunction with safefood's other contracted agencies to include advertising and any other companies as deemed necessary by safefood to provide an integrated approach to developing campaign communications.

Safefood has an estimated annual average requirement for approximately 2 to 3 planned and comprehensive food safety/healthy eating promotion public awareness campaigns on the island of Ireland, subject to available resources. The themes for the campaigns are identified and prioritised on the basis of public health, research, emerging health issues and trends and underpinned by best practice in health promotion. Public Relations will form part of the integrated solution to the successful approach to these campaigns.

Estimated value excluding VAT:

Range: between 30 000 and 200 000 EUR

4) Indication about different time frame or duration

Duration in months: 48 (from the award of the contract)

5) Additional information about lots

Lot No: 2

Lot title: Single party framework agreement for Public Relations Northern Ireland (NI)

1) Short description

Safefood proposes to engage in a competitive process in order to establish 2 single operator framework agreements for its requirements relating to Public Relations services. The Public Relations Services will include integrated communications planning, stakeholder and media relations, ongoing public relations support, media briefing advice, issue management as well as offering strategic communications advice in the field of public relations.

The duration of the framework agreements will be for 4 years. For the avoidance of doubt, the

period for delivery of any subsequent contracts entered into may extend beyond the date of expiry of the framework.

2) CPV code(s)

79416000 Public relations services

3) Quantity or scope

In developing each individual campaign, the successful tenderer (s) will be expected to work in conjunction with safefood's other contracted agencies to include advertising and any other companies as deemed necessary by safefood to provide and integrated approach to developing campaign communications.

Safefood has an estimated annual average requirement for approximately 2 to 3 planned and comprehensive food safety/healthy eating promotion public awareness campaigns on the island of Ireland, subject to available resources. The themes for the campaigns are identified and prioritised on the basis of public health, research, emerging health issues and trends and underpinned by best practice in health promotion. Public Relations will form part of the integrated solution to the successful approach to these campaigns.

Estimated value excluding VAT:

Range: between 30 000 and 200 000 EUR

4) Indication about different time frame or duration

Duration in months: 48 (from the award of the contract)

5) Additional information about lots

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

N/A.

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

To be agreed at the time of establishing the framework agreement.

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

A grouping, if successful, may be required to contract as a single entity having joint and several liability but subject to the agreement of the contracting parties. If it is proposed to sub-contract the delivery of any portion of the initial contract or any subsequent contract under the framework, it may be a condition of award of contract that both the service provider and any proposed sub-contractor enter simultaneously into a collateral warranty with the contracting authority for the relevant portion of that contract.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

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: Candidates will be required to confirm that none of the conditions for exclusion contained in the Declaration of Bona Fides apply to their particular case, otherwise they will be excluded.

A copy of the Declaration is included in the qualification questionnaire available to download from the Irish Government Procurement Opportunities Portal www.etenders.gov.ie

III.2.2. Economic and financial ability

List and brief description of conditions: In order to be considered, candidates must complete the qualification questionnaire available to download from the Irish Government Procurement Opportunities Portal www.etenders.gov.ie using RFT ID 99344.

Minimum level(s) of standards possibly required: In order to be considered, candidates must complete the qualification questionnaire available to download from the Irish Government Procurement Opportunities Portal www.etenders.gov.ie using RFT ID 99344

III.2.3. Technical and professional ability

List and brief description of conditions:

In order to be considered, candidates must complete the qualification questionnaire available to download from the Irish Government Procurement Opportunities Portal www.etenders.gov.ie using RFT ID 99344

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: Responses to the questionnaire will be assessed in accordance with the selection criteria, weightings and minimum rules stated. It is envisaged that at least the top 5 scoring candidates (subject to the number and quality of applications received) that also meet the minimum requirements will be invited to tender in respect of each lot).

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

Time limit for receipt of requests for documents or for accessing documents: 12.10.2015 - 00:00

Payable documents: no

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

12.10.2015 - 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. Irish.

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

VI.3) Additional Information

- 1) Interested parties must register their interest on the eTenders web site (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) only. Registration is free of charge. The contracting authority will not accept responsibility for information relayed (or not relayed) via third parties
- 2) This is the sole call for competition for this service.
- 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 competent authorities.
- 5) It will be a condition of award that candidates and all sub-contractors produce a valid Tax Clearance Certificate from the Irish Revenue Commissioners as part of their application for participation in the competition.
- 6) In the case of a single party framework agreement contracts for each Lot may be awarded

directly on foot of the original tenders of by consultation with the framework member and invitation to provide supplementary tender with the constraints laid down in the tender. Safefood will use this framework agreement for each Lot as and when requirements within it's scope arise. However, there is no obligation upon safefood to make use of this framework agreement. Notwithstanding this fact, the framework agreement may be terminated in accordance with the framework terms and conditions, a draft version which will be appended to the tender document.

7) At its absolute discretion, the contracting authority may elect to terminate this procurement process, the framework agreement or any contract awarded under the framework agreement 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.

Scope of the framework

9) It is emphasised that a framework constitutes no guarantee to purchase a specific quantity of supplies or services from a particular economic operator. Indeed, safefood reserves the right to operate outside the framework agreement at its discretion, particularly should it become apparent that doing so would offer greater value for money. Notwithstanding the foregoing, the framework agreement approach has been adopted in order to leverage efficiencies and maximise cost savings over the duration of the framework.

10) Without prejudice to the principle of equal treatment, the contracting authority is not obliged to engage in a clarification process in respect of questionnaires with missing or incomplete information. Therefore, candidates are advised to ensure that they return Fully Completed questionnaires in order to avoid the risk of elimination from the competition.

VI.4. Procedures for review

VI.4.1. Review body

Official name: High Court

Postal address: Four Courts, Inns Quay

Town: Dublin

Postal code: 7

Country: Ireland

E-mail: highcourtcentraloffice@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

10.9.2015