

Ireland-Dublin: Advertising and marketing services

OJ S 124/2023 30/06/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Garda Síochána Ombudsman Commission

Postal address: 150 Upper Abbey Street

Town: Dublin 1

NUTS code: IE Éire / Ireland

Postal code: D01FT73

Country: Ireland

Contact person: Amanda McLoughlin

E-mail: amanda.mcloughlin@gsoc.ie

Telephone: +353 877117919

Internet address(es):

Main address: <https://www.gardaombudsman.ie>

Address of the buyer profile: <https://www.gardaombudsman.ie>

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.3. Communication

Access to the procurement documents is restricted. Further information can be obtained at:

<https://www.etenders.gov.ie>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.etenders.gov.ie>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Procurement of new Corporate Identity and related Public Information/Awareness raising Campaign for the Office of the Police Ombudsman

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The Garda Síochána Ombudsman Commission (GSOC) is an independent statutory body established in 2007 by the Garda Síochána Act 2005 (as amended) ('the Act') under the aegis of Department of Justice. GSOC is responsible for receiving, processing and investigating complaints made by members of the public concerning the conduct of members of the Garda Síochána. GSOC also has statutory responsibility for conducting investigations in circumstances where it appears that the conduct of a Garda, or Gardaí, may have resulted in death or serious harm to a person. Such incidents are referred by the Garda Síochána so that the public can be confident that these investigations are independently conducted. GSOC is empowered to investigate any matter, even where no complaint has been made where it appears that a member of the Garda Síochána may have committed an offence or behaved in a manner that would justify disciplinary proceedings. In addition, it may investigate any practice, policy or procedure of the Garda Síochána with a view to reducing the incidence of related complaints. GSOC's mission is to provide an independent, high quality and trusted system for dealing with matters involving the possible misconduct of members of the Garda Síochána, in a manner which respects human rights and promotes public New legislation, the Policing, Security and Community Safety Bill ('PSCS Bill') is currently making its way through the Oireachtas. The Bill seeks to implement the recommendations of the Commission on the Future of Policing in Ireland, and proposes a number of major changes in GSOC's remit and powers. Some of the major changes envisaged in the Bill include: - Replacement of GSOC with a new restructured agency called the Office of the Police Ombudsman - Adoption of a new structure, moving from GSOC's three-person Commission model to an Ombudsman /Deputy Ombudsman model to ensure that the body has a clear and publicly identifiable leadership; - The new agency's independence to be reinforced by it becoming a Vote holding body with a new chief administrative officer assuming the responsibilities of accounting officer; - Expansion of scope of the new agency's remit, to include the fielding of all complaints in the first instance - An obligation for timely and effective handling of complaints and conduct of investigations; - Streamlining of complaint and investigation processes; - Increased information sharing; - Introduction of a research and data analysis function The Bill, both as initiated and following amendments at Committee stage can be viewed [HERE](#). GSOC is planning for the major transformation which this will entail, both structurally and functionally, over the coming years as a result of the proposed new legislation, as well as other changes in its operating environment. A core aspect of this is the winding-up of GSOC as a corporate entity, and the transfer of its functions to the new Office of the Police Ombudsman. Achieving this will require the development and rollout of a new corporate identity for the Office of the Police Ombudsman, alongside a broad-ranging public information campaign to ensure that the new agency's functions are well-understood. It is anticipated that the proposed legislation will come into effect on 1 January 2024. While GSOC expects that the long-term transition to the new agency will take a phased and iterative approach over the course of 2024, the current focus is on ensuring that core functions are in place for 'day 1' operations. This includes a new corporate identity, applied across core collateral, and an initial public information campaign.

II.1.5. Estimated total value

Value excluding VAT: 250 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341400 Advertising campaign services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: 150 Upper Abbey Street, Dublin 1, Ireland

II.2.4. Description of the procurement

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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: 250 000,00 EUR

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

Start: 27/08/2023 End: 26/08/2024

This contract is subject to renewal: yes

Description of renewals:

The Contracting Authority reserves the right to extend the term for a further 1 Year period with a maximum of 3 such extensions with the same terms and conditions, subject to the Contracting Authorities obligations at law

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

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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

IV.1. Description

IV.1.1. Type of procedure

Open 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: 04/08/2023 Local time: 12:00

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

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: 3 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 04/08/2023 Local time: 12:30

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Garda Síochána Ombudsman Commission

Town: Dublin 1

Country: Ireland

VI.5. Date of dispatch of this notice

27/06/2023