

Ireland-Dublin: Public relations consultancy services
OJ S 203/2023 20/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

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

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.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Tourism - Destination Marketing

Section II: Object

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 initiated an EU wide competitive process to appoint a standout PR Agency to support the Tourism Ireland Publicity team in Great Britain to increase holidaymakers to the island of Ireland. CONTRACT AWARDED / COMPETITION CLOSED

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 600 000,00 EUR

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 initiated an EU wide competitive process to appoint a standout PR Agency to support the Tourism Ireland Publicity team in Great Britain to increase holidaymakers to the island of Ireland. CONTRACT AWARDED / COMPETITION CLOSED

II.2.5. Award criteria

Quality criterion - Name: Creativity, innovation, strategic thinking, and ability to reach our key audiences as demonstrated in the response to brief for the presentation and press release exercise. / Weighting: 45%

Quality criterion - Name: Proposed account team structure and experience / Weighting: 15%

Cost criterion - Name: Ultimate Cost / Weighting: 40%

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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 068-203126](#)

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:

Destination PR Consultancy Service for the GB Market

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

16/10/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from non-EU Member States: 5

Number of tenders received by electronic means: 5

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

V.2.3. Name and address of the contractor

Official name: Finn Partners

National registration number: 814626043

Postal address: 1st Floor – Broad Street House 55 Old Broad Street

Town: LONDON

NUTS code: UK United Kingdom

Postal code: EC2M 1RX

Country: United Kingdom

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

The contractor is an SME: yes

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

Total value of the contract/lot: 600 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

CONTRACT AWARDED - COMPETITION CLOSED

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

17/10/2023