

Ireland-Kildare: News-agency services
OJ S 208/2023 27/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Horse Racing Ireland (HRI)

National registration number: N/A

Postal address: Ballymany

Town: Co Kildare

NUTS code: IE Éire / Ireland

Postal code: The Curragh

Country: Ireland

Contact person: Sarah Barthel

E-mail: sbarthel@hri.ie

Telephone: +353 45455662

Internet address(es):

Main address: <http://www.hri-ras.ie/>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/330>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

SINGLE PARTY FRAMEWORK FOR THE PROVISION OF EDITORIAL AND DIGITAL SERVICES TO HORSE RACING IRELAND AND SUBSIDIARIES

Reference number: EDITORIAL AND DIGITAL SERVICES

II.1.2. Main CPV code

92400000 News-agency services

II.1.3. Type of contract

Services

II.1.4. Short description

Horse Racing Ireland (HRI) was established by the Irish Government under the Horse and Greyhound Racing Act 2001 and the Irish Horseracing Industry Act 1994. It is a commercial semi-state body that is responsible for the administration, promotion and development of

Horse Racing in Ireland. HRI subsidiaries include Irish Thoroughbred Marketing Ltd (ITM), Tote Ireland Ltd and HRI Racecourse Division consisting of Leopardstown Racecourse, Fairyhouse Racecourse, Navan Racecourse, Tipperary Racecourse and Leopardstown Golf Centre.

Horse Racing Ireland (HRI) requires a tailored content package to include daily, weekly and monthly Irish racing stories and channel management. All content must be bespoke and tailored to HRI's racing and event focused fanbase and to be accompanied by imagery, graphics or video content.

Please refer to the attached ITT for detailed specification.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 500 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

92210000 Radio services, 92620000 Sport-related services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Ireland

II.2.4. Description of the procurement

Horse Racing Ireland (HRI) was established by the Irish Government under the Horse and Greyhound Racing Act 2001 and the Irish Horseracing Industry Act 1994. It is a commercial semi-state body that is responsible for the administration, promotion and development of Horse Racing in Ireland. HRI subsidiaries include Irish Thoroughbred Marketing Ltd (ITM), Tote Ireland Ltd and HRI Racecourse Division consisting of Leopardstown Racecourse, Fairyhouse Racecourse, Navan Racecourse, Tipperary Racecourse and Leopardstown Golf Centre. HRI Headquarters are located in Ballymany, Newbridge, Co Kildare.

Horse Racing Ireland (HRI) requires a tailored content package to include daily, weekly and monthly Irish racing stories and channel management. All content must be bespoke and tailored to HRI's racing and event focused fanbase and to be accompanied by imagery, graphics or video content.

A mix of content will be housed on the HRI website and racecourse websites and will be promoted across HRI's social channels. Some content to live native to the channel.

The service would act as an extension to HRI's digital marketing efforts, amplifying the Irish racing story on a national and international level.

Please refer to the attached ITT for detailed specification.

II.2.5. Award criteria

Quality criterion - Name: Proposed Methodology / Weighting: 35

Quality criterion - Name: Proposed Team & Contract Management / Weighting: 30

Quality criterion - Name: Innovation / Value Add / Weighting: 10

Price - Weighting: 25

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

Open 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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 099-308083](#)

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:

SINGLE PARTY FRAMEWORK FOR THE PROVISION OF EDITORIAL AND DIGITAL SERVICES TO HORSE RACING IRELAND AND SUBSIDIARIES

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

17/10/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: Beat Media Group Limited

National registration number: 799068952

Postal address: Ampersand House, 49-53 York Street

Town: Twickenham
NUTS code: UK United Kingdom
Postal code: TW1 3LP
Country: United Kingdom
E-mail: mmalavan@beatmediagroup.co.uk
Telephone: +44 7921856480
The contractor is an SME: no

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

Total value of the contract/lot: 500 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

- 1) Interested parties must register their interest on the eTenders website 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 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 tenderers;
- 4) Establishment of the framework will be subject to the approval of the competent authorities;
- 5) It will be a condition of establishment that candidates and all subcontractors are fully tax compliant as part of their application for participation in the competition;
- 6) If for any reason it is not possible for the successful tenderer to deliver the contract following the conclusion of this competitive process, the contracting authority reserves the right to invite the next highest scoring tenderer to join the contract as appropriate. This shall be without prejudice to the right of the contracting authority to cancel this competitive process and/or initiate a new contract award procedure at its sole discretion;
- 7) At its absolute discretion, the contracting authority may elect to terminate this procurement process or the contract 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;
- 9) Without prejudice to the principle of equal treatment, the contracting authority is not obliged to engage in a clarification process in respect of tender submissions with missing or incomplete information. Therefore, tenderers are advised to ensure that they return fully completed submissions in order to avoid the risk of elimination from the competition.

VI.4. Procedures for review

VI.4.1. Review body

Official name: The High Court
Town: Dublin
Country: Ireland
E-mail: highcourtcentraloffice@courts.ie

Telephone: +353 18886000

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

VI.4.2. Body responsible for mediation procedures

Official name: Please consult your legal advisor

Town: Ireland

Country: Ireland

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Statutory Instrument No 130 of 2010 (the Irish Remedies Regulations) provides that review procedures are available in the High Court to a person who has or has had an interest in obtaining the contract (including the reviewable public contract) and alleges that he or she has been harmed or is at risk of being harmed by an infringement of the law in relation to the reviewable public contract.

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Please consult your legal advisor

Town: Ireland

Country: Ireland

VI.5. Date of dispatch of this notice

23/10/2023