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**Single Party Framework Agreement for the provision of Digital Marketing services to support community engagement with the North East Inner City Initiative Dublin City Council**


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**National Contract Notice for classic procurement (for online publication only)**
**SECTION I: CONTRACTING AUTHORITY**
**I.1) NAME, ADDRESSES AND CONTACT POINT(S)**

**Official name:** Dublin City Council National ID:  
**Postal address:** 51-53 Sean Mac Dermott Street Lower, Dublin 1, D01 HW 44  
 Town: Dublin Postal code: D01 HW 44  
 Country: Ireland  
**Contact point(s):** Leona Fynes Telephone: +353 872760045  
 For the attention of:  
 Email: leona.fynes@dublincity.ie Fax:

**Internet address(es) (if applicable)**

General address of the contracting authority (URL): [www.dublincity.ie](http://www.dublincity.ie)

Address of the buyer profile (URL): <https://www.etenders.gov.ie>

Electronic access to information (URL): <https://www.etenders.gov.ie>

Electronic submission of tenders and requests to participate (URL): <https://www.etenders.gov.ie>

**Further information can be obtained at:**

- As in above-mentioned contact point(s)  
 Other: please complete Annex A.I

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

- As in above-mentioned contact point(s)  
 Other: please complete Annex A.II

**Tenders or requests to participate must be sent to:**

- As in above-mentioned contact point(s)  
 Other: please complete Annex A.III

**I.2) TYPE OF THE CONTRACTING AUTHORITY**

- |  |  |
|--|--|
| <input type="radio"/> Ministry or any other national or federal authority, including their regional or local sub-divisions | <input checked="" type="radio"/> General public services |
| <input type="radio"/> National or federal agency/office  | <input type="radio"/> Defence                            |
| <input checked="" type="radio"/> Regional or local authority   | <input type="radio"/> Public order and safety            |
| <input type="radio"/> Regional or local agency/office  | <input type="radio"/> Environment                        |
| <input type="radio"/> Body governed by public law  | <input type="radio"/> Economic and financial affairs     |
| <input type="radio"/> European institution/agency or international organisation  | <input type="radio"/> Health                             |
|  | <input type="radio"/> Housing and community amenities    |
|  | <input type="radio"/> Social protection                  |

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- Other (please specify):
- Recreation, culture and religion
- Education
- Other (please specify):

**I.4) Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities:

- yes  no

(If yes, information on those contracting authorities can be provided in Annex A)

**SECTION II: OBJECT OF THE CONTRACT****II.1) DESCRIPTION****II.1.1) Title attributed to the contract by the contracting authority**

Single Party Framework Agreement for the provision of Digital Marketing services to support community engagement with the North East Inner City Initiative Dublin City Council

**II.1.2) Type of contract and location of works, place of delivery or of performance**

(Choose one category only - works, supplies or services - which corresponds most to the specific object of your contract or purchase(s))

<input type="radio"/> <b>(a) Works</b> <input type="radio"/> Execution <input type="radio"/> Design and execution <input type="radio"/> Realisation, by whatever means of work, corresponding to the requirements specified by the contracting authorities	<input type="radio"/> <b>(b) Supplies</b> <input type="radio"/> Purchase <input type="radio"/> Lease <input type="radio"/> Rental <input type="radio"/> Hire purchase <input type="radio"/> A combination of these	<input checked="" type="radio"/> <b>(c) Services</b> Service category No <b>0</b> <i>Please see Annex C3 for service categories</i>
Main site or location of works	Main place of delivery	Main place of performance Dublin North East Inner City NUTS code <a href="#">IE061</a>

**II.1.3) The notice involves**

- A public contract
- The establishment of a framework agreement
- The setting up of a dynamic purchasing system (DPS)

**II.1.3) Information on framework agreement (if applicable)**

<input type="radio"/> Framework agreement with several operators Number <i>OR, if applicable, maximum number of participants to the framework agreement envisaged</i>	<input checked="" type="radio"/> Framework agreement with a single operator
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**Duration of the framework agreement:**

Duration in year(s): **4** or month(s):

Justification for a framework agreement, the duration of which exceeds four years:

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<b>Estimated total value of purchases for the entire duration of the framework agreement</b> <i>(if applicable; give figures only):</i>	
Estimated value excluding VAT: 170000.00	Currency: EUR
OR Range: between                      and	Currency:
Frequency and value of the contracts to be awarded: <i>(if known):</i>	

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

Dublin City Council intends to establish this Single Party Framework Agreement for the provision of Digital Marketing services for a period of 4 years. The objective of this tender process is to secure communication expertise, particularly utilising but not limited to digital channels, to assist the North East Inner City Initiative in strengthening community engagement with the Initiative. Please note that this project is subject to funding. For further information please refer to documentation available to download from [www.etenders.gov.ie](http://www.etenders.gov.ie) Resource ID 2543488

**II.1.6) Common procurement vocabulary (CPV)**

	Main vocabulary	Supplementary vocabulary <i>(if applicable)</i>
Main object	79342200	

**II.1.7) Contract covered by the Government Procurement Agreement (GPA)**

yes  no

**II.1.8) Division into lots** *(for information about lots, use Annex B as many times as there are lots)*

yes  no

**If yes**, tenders should be submitted for *(tick one box only)*

- one lot only  
 one or more lots  
 all lots

**II.1.9) Variants will be accepted**

yes  no

**II.2) QUANTITY OR SCOPE OF THE CONTRACT**

**II.2.1) Total quantity or scope** *(including all lots and options, if applicable)*

The objective of this tender process is to secure communication expertise, particularly utilising but not limited to digital channels, to assist the North East Inner City Initiative in strengthening community engagement with the Initiative  
Additional Information:

The North East Inner City Initiative communicates with its stakeholders in a variety of ways including the NEIC website, Instagram, Facebook, newsletters, annual Progress Reports, and face-to-face community events (pre Covid-19).

The main focus of communications has been to share information on events and services with the local community, and with the various stakeholders in the North East Inner City, while also providing relevant information on what the Initiative is about and how it will achieve its goals.

A Communications Strategy has been developed which identifies our communications objectives, target audiences, and communication channels to be utilised. A core objective of this strategy is to:

Increase engagement with the NEIC community by:

- creating greater awareness of the resources available to the community as part of the NEIC Initiative;
- promoting and increasing uptake on programmes, activities and initiatives to further increase confidence and build pride within the community;;
- communicating how the North East Inner City Initiative is working to create a safe, attractive and vibrant living and working environment for the community and its families with opportunities for all to lead full lives.

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If applicable, estimated value excluding VAT (give figures only): 170000.00		Currency: EUR
ORRange: between	and	Currency:

**II.2.2) Options (if applicable)**
 yes  no

**If yes**, description of these options:

If known, provisional timetable for recourse to these options:		
in months:	ordays:	(from the award of the contract)

**II.2.3) Information about renewals (if applicable)**
*This contract is subject to renewal*
 yes  no

Number of possible renewals (if any):	orRange: between	and
If known, in the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:		
in months:	ordays:	(from the award of the contract)

**II.3) DURATION OF THE CONTRACT OR TIME-LIMIT FOR COMPLETION**

Duration in months: 12	ordays:	(from the award of the contract)
OR Starting	(dd/mm/yyyy)	
Completion	(dd/mm/yyyy)	

**SECTION III: LEGAL, ECONOMIC, FINANCIAL AND TECHNICAL INFORMATION**
**III.1) CONDITIONS RELATING TO THE CONTRACT**
**III.1.1) Deposits and guarantees required (if applicable)**

As stated in procurement documents available to download from [www.etenders.gov.ie](http://www.etenders.gov.ie)
**III.1.2) Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

As stated in procurement documents available to download from [www.etenders.gov.ie](http://www.etenders.gov.ie)
**III.1.3) Legal form to be taken by the group of economic operators to whom the contract is to be awarded (if applicable)**

As stated in procurement documents available to download from [www.etenders.gov.ie](http://www.etenders.gov.ie)
**III.1.4) Other particular conditions to which the performance of the contract is subject (if applicable)**
 yes  no

**If yes**, description of particular conditions

**III.2) CONDITIONS FOR PARTICIPATION**

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**III.2.1) Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers**

Information and formalities necessary for evaluating if requirements are met:

As stated in procurement documents available to download from [www.etenders.gov.ie](http://www.etenders.gov.ie)

**III.2.2) Economic and financial capacity**

Information and formalities necessary for evaluating if requirements are met: As stated in procurement documents available to download from <a href="http://www.etenders.gov.ie">www.etenders.gov.ie</a>	Minimum level(s) of standards possibly required (if applicable): As stated in procurement documents available to download from <a href="http://www.etenders.gov.ie">www.etenders.gov.ie</a>
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**III.2.3) Technical capacity**

Information and formalities necessary for evaluating if requirements are met: As stated in procurement documents available to download from <a href="http://www.etenders.gov.ie">www.etenders.gov.ie</a>	Minimum level(s) of standards possibly required (if applicable): As stated in procurement documents available to download from <a href="http://www.etenders.gov.ie">www.etenders.gov.ie</a>
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**III.2.4) Information about reserved contracts (if applicable)**

- The contract is restricted to sheltered workshops
- The execution of the contract is restricted to the framework of sheltered employment programmes

**III.3) CONDITIONS SPECIFIC TO SERVICES CONTRACTS**

**III.3.1) Execution of the service is reserved to a particular profession**

- yes
- no

If **yes**, reference to the relevant law, regulation or administrative provision:

**III.3.2) Legal persons should indicate the names and professional qualifications of the staff responsible for the execution of the service**

- yes
- no

**SECTION IV: PROCEDURE**

**IV.1) TYPE OF PROCEDURE**

**IV.1.1) Type of procedure**

<input checked="" type="radio"/> Open
<input type="radio"/> Accelerated open
<input type="radio"/> Restricted
<input type="radio"/> Accelerated restricted
<input type="radio"/> Competitive procedure with negotiation
<input type="radio"/> Accelerated competitive procedure with negotiation

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 Competitive dialogue

 Innovation partnership

**IV.2) AWARD CRITERIA**
**IV.2.1) Award criteria** (please tick the relevant box(es))

 Lowest price

OR

 The most economically advantageous tender in terms of

 the criteria stated below (the award criteria should be given with their weighting or in descending order of importance where weighting is not possible for demonstrable reasons)

 the criteria stated in the specifications, in the invitation to tender or to negotiate or in the descriptive document

Criteria	Weighting	Criteria	Weighting
1.		6.	
2.		7.	
3.		8.	
4.		9.	
5.		10.	

**IV.2.2) An electronic auction will be used**
 yes  no

If yes, additional information about electronic auction (if appropriate)

**IV.3) ADMINISTRATIVE INFORMATION**
**IV.3.1) File reference number attributed by the contracting authority** (if applicable)

**IV.3.2) Previous publication(s) concerning the same contract**
 yes  no

If yes,

<input type="radio"/> Prior information notice	<input type="radio"/> Notice on a buyer profile
Notice number in OJ:	of (dd/mm/yyyy)
<input type="radio"/> Other previous publications (if applicable)	

**IV.3.3) Conditions for obtaining specifications and additional documents** (except for a DPS) or descriptive document (in the case of a competitive dialogue)

Time limit for receipt of requests for documents or for accessing documents	
Date: (dd/mm/yyyy)	Time:
Payable documents	
<input type="radio"/> yes <input type="radio"/> no	
If yes, price (give figures only):	Currency:
Terms and method of payment:	

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

Date: 06/11/2023 (dd/mm/yyyy) Time: 12:00

**IV.3.6) Language(s) in which tenders or requests to participate may be drawn up** Any EU official language Official EU language(s):

ES CS DA DE ET EL EN FR IT LV LT HU MT NL PL PT SK SL FI SV BG GA RO

Other:

**IV.3.7) Minimum time frame during which the tenderer must maintain the tender (open procedure)**

Until: (dd/mm/yyyy)

OR Duration in month(s): 12

OR days: (from the date stated for receipt of tender)

**IV.3.8) Conditions for opening tenders**

Date: 06/11/2023 (dd/mm/yyyy) Time: 12:30

Place (if applicable): The date and time of opening tenderers may change at Dublin City Council's discretion

Persons authorised to be present at the opening of tenders (if applicable)

 yes  no

Brendan Doggett

Leona Fynes

David Forde

**SECTION VI: COMPLEMENTARY INFORMATION****VI.1) THIS IS A RECURRENT PROCUREMENT (if applicable)** yes  no

If yes, estimated timing for further notices to be published:

**VI.2) CONTRACT RELATED TO A PROJECT AND/OR PROGRAMME FINANCED BY EU FUNDS** yes  no

If yes, reference to project(s) and/or programme(s):

**VI.3) ADDITIONAL INFORMATION (if applicable)**

1. Suppliers must register their interest on the Irish Government procurement opportunities portal [www.etenders.gov.ie](http://www.etenders.gov.ie) in order to be included on the mailing list for clarifications.

2. Please note that all information relating to attachments, including clarifications & changes, will be published on [www.etenders.gov.ie](http://www.etenders.gov.ie) only. Registration is free of charge. DCC will not accept responsibility for information relayed (or not relayed) via third parties.

3. Submission information:

# Submissions must be sent via the eTenders website (CfT ID: 2543488), online tender facility ONLY.

# Tenders submitted by any other means (including but not limited to by email, fax, post or hand delivery) will NOT be accepted

# Please note that the eTenders electronic tender facility closes at the stated date and time precisely. It is the responsibility of Applicants / Tenderers to use the tender facility correctly, which includes taking responsibility for the

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safe and timely delivery of the tender.

# Please ensure that you allow adequate time for uploading your documentation.

# Should you experience difficulty when uploading documents or have any queries regarding the tender submission, please contact eTenders directly via phone +353 818001459

Email [irish-eproc-helpdesk@eurodyn.com](mailto:irish-eproc-helpdesk@eurodyn.com) or select 'Contact Us' on the home page.

# The Contracting Authority will not be responsible if an economic operator fails to upload their documentation or if the uploaded file(s) is/are corrupted and cannot be read by Dublin City Council.

# In order to facilitate assessment, Applicants / Tenderers are kindly requested to submit a single attachment inclusive of the completed questionnaire(s)/ tender(s) and all related appendices.

# In order to download all documents associated with a particular Call for Tender, Economic Operators must express an interest in the Call for Tender by associating a user from your organisation with the CfT.

4. Economic Operators should note the following when making their submission:

# In order to submit a document to the electronic tender facility you must first accept the agreement for a Call for Tender and confirm the validity of your user details.

# This will launch the online Tender Preparation Tool where you can create your tender online and prepare your tender response for submission.

# There is a maximum upload limit of 100MB per tender submission.

# After submitting a response, the response may be modified and re-submitted as many times as may be necessary until the CfT deadline has expired.

# The 'Submit' button will be disabled automatically upon the expiration of the response deadline.

5. All queries must be submitted through the messaging facility on [www.etenders.gov.ie](http://www.etenders.gov.ie). Resource ID: 2543488, and must be in question format.

Responses will be circulated to those that have registered an interest in this notice on [www.etenders.gov.ie](http://www.etenders.gov.ie). The details of the party making the query will not be disclosed when circulating the response. All queries must be submitted by 12 noon 23rd October 2023 to enable issue of responses to all interested parties.

6. Refer to document 'Additional Information' available to download from [www.etenders.gov.ie](http://www.etenders.gov.ie) using Resource ID 2543488 for further information.

#### VI.4) PROCEDURES FOR APPEAL

##### VI.4.1) Body responsible for appeal procedures

Official name:	High Court	National ID:	
Postal address:	Inns Quay Dublin 7		
Town:		Postal code:	
Country:	Ireland	Telephone:	+353 18886000
Email:	<a href="mailto:highcourtcentraloffice@courts.ie">highcourtcentraloffice@courts.ie</a>	Fax:	
Internet address (URL):	<a href="https://www.courts.ie/high-court">https://www.courts.ie/high-court</a>		

##### Body responsible for mediation procedures (if applicable)

Official name:	High Court	National ID:	
Postal address:	Inns Quay Dublin 7		
Town:		Postal code:	
Country:	Ireland	Telephone:	+353 18886000

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Email: [highcourtcentraloffice@courts.ie](mailto:highcourtcentraloffice@courts.ie) Fax:  
 Internet address (URL): <https://www.courts.ie/high-court>

**VI.4.2) Lodging of appeals** (please fill heading VI.4.2 OR if need be, heading VI.4.3)

Precise information on deadline(s) for lodging appeals:

[Please consult a legal advisor](#)

**VI.4.3) Service from which information about the lodging of appeals may be obtained**

Official name: [Please consult a legal advisor](#) National ID:  
 Postal address:  
 Town: [Please consult a legal advisor](#) Postal code:  
 Country: [Ireland](#) Telephone:  
 Email: Fax:  
 Internet address (URL): <https://www.courts.ie/high-court>

**VI.5) DATE OF DISPATCH OF THIS NOTICE:**

[12/10/2023](#) (dd/mm/yyyy)

**Annex C1 – General procurement**  
**SERVICE CATEGORIES REFERRED TO IN SECTION II: OBJECT OF THE CONTRACT**  
 Directive 2004/18/EC

Category No [1]	Subject
1	Maintenance and repair services
2	Land transport services [2], including armoured car services, and courier services, except transport of mail
3	Air transport services of passengers and freight, except transport of mail
4	Transport of mail by land [3] and by air
5	Telecommunications services
6	Financial services:(a) Insurance services(b) Banking and investment services [4]
7	Computer and related services
8	Research and development services [5]
9	Accounting, auditing and bookkeeping services
10	Market research and public opinion polling services
11	Management consulting services [6] and related services
12	Architectural services; engineering services and integrated engineering services; urban planning and landscape engineering services; related scientific and technical consulting services; technical testing and analysis services
13	Advertising services
14	Building-cleaning services and property management services
15	Publishing and printing services on a fee or contract basis
16	Sewage and refuse disposal services; sanitation and similar services

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<b>Category No [7]</b>	<b>Subject</b>
17	Hotel and restaurant services
18	Rail transport services
19	Water transport services
20	Supporting and auxiliary transport services
21	Legal services
22	Personnel placement and supply services [8]
23	Investigation and security services, except armoured car services
24	Education and vocational education services
25	Health and social services
26	Recreational, cultural and sporting services [9]
27	Other services

1. Service categories within the meaning of Article 20 and Annex IIA to Directive 2004/18/EC

2. Except for rail transport services covered by category 18.

3. Except for rail transport services covered by category 18.

4. Except financial services in connection with the issue, sale, purchase or transfer of securities or other financial instruments, and central bank services.

Also excluded: services involving the acquisition or rental, by whatever financial procedures, of land, existing buildings, or other immovable property or concerning rights thereon; nevertheless, financial services supplied at the same time as, before or after the contract of acquisition or rental, in whatever form, shall be subject to this Directive.

5. Except research and development services other than those where the benefits accrue exclusively to the contracting authority for its use in the conduct of its own affairs on condition that the service provided is wholly remunerated by the contracting authority.

6. Except arbitration and conciliation services

7. Service categories within the meaning of Article 21 and Annex IIB of Directive 2004/18/EC

8. Except employment contracts.

9. Except contracts for the acquisition, development, production or co-production of program material by broadcasters and contracts for broadcasting time.