Ireland: Public relations services
SINGLE PARTY FRAMEWORK FOR THE PROVISON OF PR SERVICES TO HORSE RACING IRELAND AND SUBSIDIARIES LOT 1: CONSUMER / B2B PR LOT 2: PUBLIC / CORPORATE AFFAIRS

Contract or concession award notice – standard regime

1 *Buyer*

1.1 *Buyer*

Official name: Horse Racing Ireland (HRI)
Legal type of the buyer: Body governed by public law
Activity of the contracting authority: Recreation, culture and religion

2 *Procedure*

2.1 *Procedure*

Title: SINGLE PARTY FRAMEWORK FOR THE PROVISON OF PR SERVICES TO HORSE RACING IRELAND AND SUBSIDIARIES LOT 1: CONSUMER / B2B PR LOT 2: PUBLIC / CORPORATE AFFAIRS
Description: Horse Racing Ireland (HRI) was formally established by the Horse and Greyhound Racing Act 2001. It is a commercial semi-state body that took over the functions previously carried out by the Irish Horse Racing Authority. HRI is responsible for the administration, promotion and development of horse racing in Ireland. HRI subsidiaries include Irish Thoroughbred Marketing Ltd (ITM) – established to promote Ireland worldwide as a premier source of thoroughbred horses. Tote Ireland Ltd – is responsible for the operation of a totalisator on 24 racecourses in the Republic of Ireland. They offer a wide variety of betting options for all racegoers. HRI Racecourses Ltd own and operate Leopardstown Fairyhouse, Navan, Tipperary and Cork Racecourses and Leopardstown Golf Centre. Our Ownership Department, which promotes all forms of racehorse ownership also, has a requirement for communications support. Further information regarding HRI and subsidiaries is available online at http://www.hri.ie HRI is now seeking tenders for the provision of Consumer / B2B PR services (Lot 1) and Public / Corporate Affairs services (Lot 2). The services will be supplied to the various marketing and communication departments within the organisation in support of their various communications requirements of horse racing in Ireland and development of the public image of horse racing both nationally and internationally. Please refer to the attached Invitation to Tender document for a detailed specification.
Procedure identifier: 0f090c1c-b9c1-4263-8d8c-64351e223b9b
Previous notice: 27609d30-4b38-4b26-86f5-be31c033f96c-01
Type of procedure: Open
The procedure is accelerated: *no*
Justification for the accelerated procedure:
Main features of the procedure:

2.1.1 *Purpose*

Main nature of the contract: Services
Main classification (cpv): 79416000 Public relations services
Additional classification (cpv): 79416100 Public relations management services
Additional classification (cpv): 79416200 Public relations consultancy services

2.1.2 *Place of performance*

Country: Ireland
Anywhere in the given country

2.1.3 *Value*

Maximum value of the framework agreement: 600 000 *Euro*

2.1.4 *General information*

Legal basis:
Directive 2014/24/EU

5 *Lot*

5.1 *Lot technical ID*: LOT-0001

Title: LOT 1: CONSUMER / B2B PR

Description: Horse Racing Ireland (HRI) was formally established by the Horse and Greyhound Racing Act 2001. It is a commercial semi-state body that took over the functions previously carried out by the Irish Horse Racing Authority. HRI is responsible for the administration, promotion and development of horse racing in Ireland. HRI subsidiaries include Irish Thoroughbred Marketing Ltd (ITM) – established to promote Ireland worldwide as a premier source of thoroughbred horses. Tote Ireland Ltd – is responsible for the operation of a totalisator on 24 racecourses in the Republic of Ireland. They offer a wide variety of betting options for all racegoers. HRI Racecourses Ltd own and operate Leopardstown Fairyhouse, Navan, Tipperary and Cork Racecourses and Leopardstown Golf Centre. Our Ownership Department, which promotes all forms of racehorse ownership also, has a requirement for communications support. Further information regarding HRI and subsidiaries is available online at http://www.hri.ie HRI is now seeking tenders for the provision of Consumer / B2B PR services (Lot 1) and Public / Corporate Affairs services (Lot 2). The services will be supplied to the various marketing and communication departments within the organisation in support of their various communications requirements of horse racing in Ireland and development of the public image of horse racing both nationally and internationally. Please refer to the attached Invitation to Tender document for a detailed specification.

Internal identifier: 1

5.1.1 *Purpose*

Main nature of the contract: Services
Main classification (cpv): 79416000 Public relations services
Additional classification (cpv): 79416100 Public relations management services
Additional classification (cpv): 79416200 Public relations consultancy services

5.1.2 *Place of performance*

Country: Ireland
Anywhere in the given country
Additional information:

5.1.5 *Value*

Estimated value excluding VAT: 600 000 *Euro*

5.1.6 *General information*

Procurement Project not financed with EU Funds.
The procurement is covered by the Government Procurement Agreement (GPA): *yes*

5.1.7 *Strategic procurement*

Aim of strategic procurement: No strategic procurement
Approach to reducing environmental impacts: Other

5.1.10 *Award criteria*

Criterion:

Type: Cost
Name:
Description: The lowest ultimate cost proposal that also meets al minimum requirements
Weight (percentage, exact): 25
Criterion:
Type: Quality
Name:
Description: Fitness for Purpose of Proposed Solution (45%) Technical Merit of the Human Resources Offered (20%) Innovation / Value Add (10%)
Weight (percentage, exact): 75
Description of the method to be used if weighting cannot be expressed by criteria:
Justification for not indicating the weighting of the award criteria:

5.1.15 *Techniques*

Framework agreement:
Framework agreement, partly without reopening and partly with reopening of competition
Information about the dynamic purchasing system:
No dynamic purchase system

5.1.16 *Further information, mediation and review*

Review organisation: The High Court of Ireland
Organisation providing offline access to the procurement documents: Horse Racing Ireland (HRI)
Organisation executing the payment: Horse Racing Ireland (HRI)
TED eSender: European Dynamics S.A.

5.1 *Lot technical ID*: LOT-0002

Title: LOT 2: PUBLIC / CORPORATE AFFAIRS
Description: Horse Racing Ireland (HRI) was formally established by the Horse and Greyhound Racing Act 2001. It is a commercial semi-state body that took over the functions previously carried out by the Irish Horse Racing Authority. HRI is responsible for the administration, promotion and development of horse racing in Ireland. HRI subsidiaries include Irish Thoroughbred Marketing Ltd (ITM) – established to promote Ireland worldwide as a premier source of thoroughbred horses. Tote Ireland Ltd – is responsible for the operation of a totalisator on 24 racecourses in the Republic of Ireland. They offer a wide variety of betting options for all racegoers. HRI Racecourses Ltd own and operate Leopardstown Fairyhouse, Navan, Tipperary and Cork Racecourses and Leopardstown Golf Centre. Our Ownership Department, which promotes all forms of racehorse ownership also, has a requirement for communications support. Further information regarding HRI and subsidiaries is available online at http://www.hri.ie HRI is now seeking tenders for the provision of Consumer / B2B PR services (Lot 1) and Public / Corporate Affairs services (Lot 2). The services will be supplied to the various marketing and communication departments within the organisation in support of their various communications requirements of horse racing in Ireland and development of the public image of horse racing both nationally and internationally. Please refer to the attached Invitation to Tender document for a detailed specification.
Internal identifier: 2

5.1.1 *Purpose*

Main nature of the contract: Services
Main classification (cpv): 79416000 Public relations services
Additional classification (cpv): 79416100 Public relations management services
Additional classification (cpv): 79416200 Public relations consultancy services

5.1.2 *Place of performance*

Country: Ireland

Anywhere in the given country
Additional information:

5.1.5 *Value*
Estimated value excluding VAT: 600 000 *Euro*

5.1.6 *General information*
Procurement Project not financed with EU Funds.
The procurement is covered by the Government Procurement Agreement (GPA): *yes*

5.1.7 *Strategic procurement*
Aim of strategic procurement: No strategic procurement
Approach to reducing environmental impacts: Other

5.1.10 *Award criteria*
Criterion:
Type: Cost
Name:
Description: The lowest ultimate cost proposal that also meets all minimum requirements
Weight (percentage, exact): 25
Criterion:
Type: Quality
Name:
Description: Fitness for Purpose of Proposed Solution (45%) Technical Merit of the Human Resources Offered (20%) Innovation / Value Add (10%)
Weight (percentage, exact): 75
Description of the method to be used if weighting cannot be expressed by criteria:
Justification for not indicating the weighting of the award criteria:

5.1.15 *Techniques*
Framework agreement:
Framework agreement, partly without reopening and partly with reopening of competition
Information about the dynamic purchasing system:
No dynamic purchase system

5.1.16 *Further information, mediation and review*
Review organisation: The High Court of Ireland
Organisation providing offline access to the procurement documents: Horse Racing Ireland (HRI)
Organisation executing the payment: Horse Racing Ireland (HRI)
TED eSender: European Dynamics S.A.

6 *Results*

Approximate value of the framework agreements: 600 000 *Euro*

6.1 *Result lot Identifier*: LOT-0001
At least one winner was chosen.

6.1.2 *Information about winners*
Winner:
Official name: The Reputations Agency

Tender:
Tender identifier: 000036043
Identifier of lot or group of lots: LOT-0001
Subcontracting: Not yet known
Contract information:
Identifier of the contract: 412233
Date of the conclusion of the contract: 08/02/2024
The contract is awarded within a framework agreement: *no*

6.1 *Result lot Identifier*: LOT-0002

At least one winner was chosen.

6.1.2 *Information about winners*

Winner:
Official name: Vulcan Consulting Limited
Tender:
Tender identifier: 000036083
Identifier of lot or group of lots: LOT-0002
Subcontracting: Not yet known
Contract information:
Identifier of the contract: 412234
Date of the conclusion of the contract: 01/04/2024
The contract is awarded within a framework agreement: *no*

8 *Organisations*

8.1 ORG-0001

Official name: Horse Racing Ireland (HRI)
Registration number: IE9605282N
Postal address: Ballymany
Town: The Curragh
Postcode: R56 XE37
Country: Ireland
Email: procure@hri.ie
Telephone: +353 45 455455
Buyer profile: https://www.hri.ie/
Roles of this organisation:
Buyer
Organisation providing offline access to the procurement documents
Organisation executing the payment

8.1 ORG-0002

Official name: Vulcan Consulting Limited
Registration number: 578963
Town: Dublin
Country: Ireland
Email: info@vulcanconsulting.eu
Telephone: +353 1 9602270
Roles of this organisation:

Tenderer
Winner of these lots: LOT-0002

8.1 ORG-0003
Official name: The Reputations Agency
Registration number: 531144
Town: Dublin
Country: Ireland
Email: niamh@thereputationsagency.ie
Telephone: +353 1 6610661
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1 ORG-0004
Official name: The High Court of Ireland
Registration number: The High Court of Ireland
Department: The High Court of Ireland
Postal address: Four Courts, Inns Quay, Dublin 7
Town: Dublin
Postcode: D07 WDX8
Country: Ireland
Email: HighCourtCentralOffice@courts.ie
Telephone: +353 1 8886000
Roles of this organisation:
Review organisation

8.1 ORG-0005
Official name: European Dynamics S.A.
Registration number: 002024901000
Department: European Dynamics S.A.
Town: Athens
Country: Greece
Email: eproc-esender@eurodyn.com
Telephone: +30 2108094500
Roles of this organisation:
TED eSender

11 *Notice information*

11.1 *Notice information*
Notice identifier/version: 9f848657-61ab-4e9f-bbc5-8cef8a6f11fe - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 07/11/2024 19:35 +00:00
Languages in which this notice is officially available: English

11.2 *Publication information*