Ireland: Market research services
THE PROVISION OF MARKET RESEARCH FOR HRI AND ITS SUBSIDARIES

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, controlled by a central government authority
Activity of the contracting authority: Recreation, culture and religion

2 *Procedure*

2.1 *Procedure*

Title: THE PROVISION OF MARKET RESEARCH FOR HRI AND ITS SUBSIDARIES
Description: The Contracting Authority intends to establish a single-party framework agreement for the Provision of Market Research to Horse Racing Ireland and Subsidiaries. While the requirements of HRI's Marketing Department will constitute most of the work awarded under this contract, this agreement may also be utilised to varying extents by HRI's subsidiaries as mentioned above if they fall within the requirement for which this contract is to be awarded and as such below is a list of some of the objectives and related requirements of HRI Marketing.
Procedure identifier: 85bf22e8-9ac8-4e36-94f8-8b754d9ec9ae
Previous notice: 0484559d-6fc9-4e26-be21-b81b98ccd225-01
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): 79310000 Market research services
Additional classification (cpv): 79300000 Market and economic research; polling and statistics

2.1.2 *Place of performance*

Country: Ireland
Anywhere in the given country

2.1.3 *Value*

Maximum value of the framework agreement: 200 000 *Euro*

2.1.4 *General information*

Legal basis:
Directive 2014/24/EU

5 *Lot*

5.1 *Lot technical ID*: LOT-0001

Title: THE PROVISION OF MARKET RESEARCH FOR HRI AND ITS SUBSIDARIES

Description: The Contracting Authority intends to establish a single-party framework agreement for the Provision of Market Research to Horse Racing Ireland and Subsidiaries. While the requirements of HRI's Marketing Department will constitute most of the work awarded under this contract, this agreement may also be utilised to varying extents by HRI's subsidiaries as mentioned above if they fall within the requirement for which this contract is to be awarded and as such below is a list of some of the objectives and related requirements of HRI Marketing.
Internal identifier: 0

5.1.1 *Purpose*
Main nature of the contract: Services
Main classification (cpv): 79310000 Market research services
Additional classification (cpv): 79300000 Market and economic research; polling and statistics

5.1.5 *Value*
Estimated value excluding VAT: 200 000 *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: Innovative purchase
Description: Social inclusion
Approach to reducing environmental impacts: Other
Approach to reducing environmental impacts: Other
Innovative objective: The procured works, supplies, or services entail process innovation

5.1.10 *Award criteria*
Criterion:
Type: Cost
Name:
Description: The ultimate lowest cost quotation that also meets all minimum requirements.
Weight (percentage, exact): 40
Fixed value (total): 60
Criterion:
Type: Quality
Name:
Description: Fitness for Purpose of Proposed Solution (40%) Technical Merit of Proposed Human resources (15%) Contract Management (5%)
Weight (percentage, exact): 60
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)
TED eSender: European Dynamics S.A.

6 *Results*

Approximate value of the framework agreements: 200 000 *Euro*

6.1 ***Result lot Identifier*: LOT-0001**

At least one winner was chosen.

6.1.2 ***Information about winners***

Winner:

Official name: RED C Research and Marketing Ltd_59378

Tender:

Tender identifier: 000065321

Identifier of lot or group of lots: LOT-0001

Subcontracting: No

Subcontracting value is known: *no*

Value of subcontracting: 0 Euro

Contract information:

Identifier of the contract: 412243

Date on which the winner was chosen: 30/08/2024

Date of the conclusion of the contract: 16/09/2024

The contract is awarded within a framework agreement: *no*

8 *Organisations*

8.1 ORG-0001

Official name: Horse Racing Ireland (HRI)

Registration number: 9605282N

Postal address: Ballymany

Town: The Curragh

Postcode: R56 XE37

Country: Ireland

Email: procure@hri.ie

Telephone: 045455455

Buyer profile: https://www.hri.ie/

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1 ORG-0002

Official name: RED C Research and Marketing Ltd_59378

Registration number: 371854

Postal address: Ground Floor, Block G, Eastpoint Business Park, Alfie Byrne Road, Dublin 3.

Town: Dublin

Postcode: D03 H2N1

Country: Ireland

Email: louise.dumbrell@redcresearch.ie

Telephone: +35318186316

Internet address: www.redcresearch.ie

Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1 ORG-0003
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-0004
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: 019e7df6-c69d-42d0-8828-90d2df119a1c - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 08/11/2024 12:59 +00:00
Languages in which this notice is officially available: English

11.2 *Publication information*