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CONTRACT AWARD NOTICE

SECTION I: CONTRACTING AUTHORITY

I.1) Name, Address and Contact Point(s)

Official Name: Dublin City Council		
Postal Address: Planning Department, Civic Offices, Wood Quay		
Town: Dublin	Postal Code: 8	Country: IE
Contact Point: Planning Department For the attention of: Ciaran McNamara	Telephone: 00 353 (0)1 222 3309	
E-Mail: ciaran.mcnamara@dublincity.ie	Fax: 00 353 (0)1 222 2278	
General Address of the contracting authority (URL) http://www.dublincity.ie		
Address of the Buyers Profile (URL) http://www.etenders.gov.ie		

I.2) Type of contracting Authority and Main Activity or Activities

<input type="checkbox"/> Ministry or any other national or federal authority, including their regional or local sub-divisions	<input checked="" type="checkbox"/> General public services
<input type="checkbox"/> National or federal agency/Office	<input type="checkbox"/> Defence
<input checked="" type="checkbox"/> Regional or local Authority	<input type="checkbox"/> Public order and safety
<input type="checkbox"/> Regional or local Agency/Office	<input type="checkbox"/> Environment
<input type="checkbox"/> Body governed by public law	<input type="checkbox"/> Economic and financial affairs
<input type="checkbox"/> European Institution/Agency or International Organisation	<input type="checkbox"/> Health
	<input type="checkbox"/> Housing and community amenities
	<input type="checkbox"/> Social protection
	<input type="checkbox"/> Recreation, culture and religion
	<input type="checkbox"/> Education

The contracting authority is purchasing on behalf of other contracting authorities No

SECTION II: OBJECT OF THE CONTRACT

II.1) Description

- II.1.1) Title attributed to the contract by the contracting authority
Outdoor Advertising
- II.1.2 (a)) Type of works contract
- II.1.2 (b)) Type of supplies contract
- II.1.2 (c)) Type of service contract
Service category 13
In case of contract for service categories 17 to 27 (see Annex C), do you agree to the publication of this notice?
Yes
- II.1.2) Main site or location of works, place of delivery or performance
Dublin

NUTS Code IE021
- II.1.3) This notice involves a framework agreement
The conclusion of a framework agreement
Contracts based on a dynamic purchasing system (DPS)
- II.1.4) Short description of the contract or purchase(s)
Dublin City Council intends to enter into a contract with a concessionaire in relation to the utilisation of

property consisting of lands and/or buildings owned by the Council ("the sites") for the purposes of providing outdoor advertising services. This should provide an opportunity to identify possible new forms of advertising in new locations in Dublin city. The contract will involve the design, construction and maintenance of advertising structures. It may also involve the provision by the concessionaire of certain types of street furniture and other services designed to enhance the public realm. The successful tenderer will not acquire any property rights in the sites or any of them. All rights accorded to the successful tenderer will be by way of contractual licence only.

It is an objective of the Council to promote high-quality and appropriate advertising structures that do not unduly affect visual amenity and that do not affect roadway safety or amenity. In particular, the Council hopes to promote and achieve the preservation of views, prospects and visual amenities of places and features of architectural, historical, artistic and cultural interest in Dublin City Council's area.

II.1.5) Common Procurement Vocabulary (CPV)

	Main vocabulary	Supplementary vocabulary (when applicable)
Main object	45100000	
Additional objects	45215510	
	45233293	

II.1.6) Contract covered by the government procurement agreement (GPA)
Yes

II.2) Total final value of the contract(s)

II.2.1) Total final value of the contract(s)

SECTION IV: PROCEDURE

IV.1) Type of procedure

IV.1.1) Type of procedure
Negotiated with a call for competition

IV.2) Award criteria

IV.2.1) Award criteria

Lowest Price

The most economically advantageous tender in terms of

Criteria

Criteria	Weighting
1 Economic Criteria	30 Marks
2 Outdoor Advertising Design	30 Marks
3 Public Realm Enhancement	20 Marks
4 Duration of Concession	10 Marks
5 Management, Maintenance and cleaning programme for the advertisement structures and street furniture	5 Marks
6 Delivery Programme	5 Marks

IV.2.2) An electronic auction has been used
No

IV.3) Administrative information

IV.3.1) File reference number attributed by the contracting authority

IV.3.2) Previous publication(s) concerning the same contract
Contract notice
Notice Number in OJ 2005/S132-130981 of 12-07-2005

Other previous publications

SECTION V: AWARD OF CONTRACT

Contract No: Title: Outdoor Advertising

V.1) Date of contract award:
21-11-2006

V.2) Numbers of offers received:
4

V.3) Name and address of economic operator to whom the contract has been awarded

Official Name:
JC Decaux Ireland

Postal Address: 6, Sandyford Park, Burton Hall Road, Leopardstown,		
Town: Dublin	Postal Code: 18	Country: IE
E-Mail:		Telephone:
Internet address (URL):		Fax:

V.4) Information on value of contract

Annual or monthly value:

V.5) The contract is likely to be subcontracted

No

If yes, value or proportion of the contract likely to be subcontracted to third parties

Short description of the value/proportion of the contract to be subcontracted

SECTION VI: COMPLEMENTARY INFORMATION**VI.1) Contract related to a project and/or programme financed by community funds?**

No

If yes, indicate the project/programme and any useful reference

VI.2) Additional Information

As the contract is a services concession, it falls outside of the Services Directive. Nonetheless, the Council is voluntarily advertising the contract and intends, as a matter of good practice, to comply with the provisions of the negotiated services procedure insofar as possible and practical.

For purposes of prequalification, interested parties are required to submit the information described above.

Separately, applicants are asked to indicate the minimum concession period which they consider would allow them to recoup their investment costs and make a reasonable return on invested capital. Applicants are also asked to give the basis for the period indicated. Note that this information will not be taken into account as part of the prequalification process.

It will be a condition of the award of the contract that the successful tenderer shall produce a valid Tax Clearance Certificate from the Revenue Commissioners. In the case of a non-resident tenderer, a statement of suitability on tax grounds from the Irish Revenue Commissioners will be required.

Dublin City Council is subject to the provisions of the Freedom of Information Acts 1997-2003. Tenderers are asked to consider in any of the information supplied by them in response to this notice should not be disclosed because of its sensitivity. If this is the case, tenderers should, when providing the information, identify same and specify the reasons for its sensitivity.

Dublin City Council reserves the right without advance notice to amend or otherwise change the process or to terminate the process. This notice does not represent a commitment to enter into any contract. The Council shall not be in any way liable for the cost of the preparing tenders or for any other pre-contract commitments entered into by applicants.

(ET Ref:43347)

VI.3) Procedures for appeal**VI.3.1) Body responsible for appeal procedures****Official Name:****Postal Address:****Town:****E-Mail:****Internet address (URL):****Postal Code:****Telephone:****Fax:****Country:****Body responsible for mediation procedures****Official Name:****Postal Address:****Town:****E-Mail:****Internet address (URL):****Postal Code:****Telephone:****Fax:****Country:****VI.3.2) Lodging of appeals**

Precise information on deadline(s) for lodging appeals:

VI.3.3) Service from which information about the lodging of appeals may be obtained**Official Name:****Postal Address:****Town:****E-Mail:****Internet address (URL):****Postal Code:****Telephone:****Fax:****Country:****VI.4) Dispatch date of this Notice**

13-12-2006

SF 23

