

Germany-Bochum: Advertising and marketing services
OJ S 6/2021 11/01/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Stadt Bochum, Zentrale Dienste, Einkauf

Postal address: Willy-Brandt-Platz 2-6

Town: Bochum

NUTS code: DEA51 Bochum, Kreisfreie Stadt

Postal code: 44777

Country: Germany

Contact person: Zentrale Dienste – Einkauf

E-mail: cm Merkel@bochum.de

Telephone: +49 2349104443

Fax: +49 234910794443

Internet address(es):

Main address: www.bochum.de

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Dienstleistungskonzession für die Aufstellung und den Betrieb von Werbeanlagen

Reference number: Ex Post - StBo_ZEK1_2020_0130_KonzV_01 (2. Verhandlungsrunde)

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Es handelt sich um die Vergabe einer Dienstleistungskonzession über den Aufbau und Betrieb von Werbeanlagen auf dem Stadtgebiet Bochum vom 1.1.2021 bis zum 31.12.2030

Der Auftrag wurde in 2 Losen vergeben.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 0,01 EUR

II.2. Description

II.2.1. Title

Analoge Werbeanlagen

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: DEA51 Bochum, Kreisfreie Stadt

Main site or place of performance: Stadt Bochum 44777 Bochum

II.2.4. Description of the procurement

Gemäß Vergabeunterlagen.

II.2.5. Award criteria

Quality criterion - Name: Standortkonzept / Weighting: 10

Price - Weighting: 90

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

II.2. Description

II.2.1. Title

Digitale Werbeanlagen

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: DEA51 Bochum, Kreisfreie Stadt

Main site or place of performance: Stadt Bochum 44777 Bochum

II.2.4. Description of the procurement

Gemäß Vergabeunterlagen.

II.2.5. Award criteria

Quality criterion - Name: Standortkonzept / Weighting: 10

Price - Weighting: 90

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

Competitive procedure with negotiation

IV.1.3. Information about a framework agreement or a dynamic purchasing system

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: [2020/S 167-404092](#)

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: C 2 100 483

Lot No: 1

Title:

Analoge Außenwerbung

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/12/2020

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3.

Name and address of the contractor

Official name: Ströer Deutsche Städte Medien GmbH

Town: Köln

NUTS code: DEA23 Köln, Kreisfreie Stadt

Country: Germany

The contractor is an SME: yes

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

Total value of the contract/lot: 0,01 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: C 2 100 484

Lot No: 2

Title:

Digitale Außenwerbung

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

18/12/2020

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: Imoled Andreas Will e. K.

Town: Salzkotten

NUTS code: DEA47 Paderborn

Country: Germany

The contractor is an SME: yes

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

Total value of the contract/lot: 0,01 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

Bekanntmachungs-ID: CXPSYYSYT31

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer Westfalen bei der Bezirksregierung Münster

Postal address: Albrecht-Thaer-Str. 9

Town: Münster

Postal code: 48147

Country: Germany

E-mail: Vergabekammer@bezreg-muenster.nrw.de

Telephone: +49 2514111691

Fax: +49 2514112165

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Ein Nachprüfungsverfahren ist unzulässig, soweit der Antragsteller den aus seiner Sicht erfolgten Verstoß gegen Vergabevorschriften nicht gegenüber der Stadt Bochum gerügt hat oder mehr als 15 Kalendertage nach Eingang der Mitteilung der Stadt Bochum, einer Rüge nicht abhelfen zu wollen, vergangen sind (vgl. hierzu im Einzelnen § 160 Abs. 3 GWB mit den dort festgelegten Rügefristen).

VI.5. Date of dispatch of this notice

06/01/2021