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Contract

## **SU21(26) HE profile subscription and advertising with supplier IDP Connect Ltd**

Swansea University

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-001439

Procurement identifier (OCID): ocds-h6vhtk-05f6d8 ([view related notices](#))

Published 8 January 2026, 12:27pm

### **Scope**

### **Reference**

SU21(26)

### **Description**

A unique offering from this supplier on their website for a higher education marketing package on a platform provided by single supplier IDP Connect Ltd.

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## **Contract 1. SU21(26) HE profile subscription and advertising with supplier IDP Connect Ltd**

### **Supplier**

- IDP CONNECT LTD

### **Contract value**

- £380,000 excluding VAT
- £456,000 including VAT

Above the relevant threshold

### **Date signed**

31 December 2025

### **Contract dates**

- 1 January 2026 to 31 October 2027
- 1 year, 10 months

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UK - United Kingdom
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## **Other information**

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Direct award

### **Direct award justification**

Single supplier - technical reasons

This is a unique offering from this supplier on their website for a higher education marketing package on a platform provided by single supplier IDP Connect Ltd.

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## **Supplier**

## **IDP CONNECT LTD**

- Companies House: 02471319

1st Floor Bedford House Fulham Green, 69-79 Fulham High Street

London

SW6 3JW

United Kingdom

Email: [AccountsTeam@idp-connect.com](mailto:AccountsTeam@idp-connect.com)

Region: UKI33 - Kensington & Chelsea and Hammersmith & Fulham

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

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## **Contracting authority**

### **Swansea University**

- Public Procurement Organisation Number: PTNV-7472-GRTW

Procurement, Finance Dept.

Swansea

SA2 8PP

United Kingdom

Email: [procurement@swansea.ac.uk](mailto:procurement@swansea.ac.uk)

Website: <http://www.swansea.ac.uk>

Region: UKL18 - Swansea

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales