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Planning

UEFA EURO 2028 Tournament Impact Evaluation

THE UNITED KINGDOM SPORTS COUNCIL

Scottish Government

Welsh Government

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

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Procurement identifier (OCID): ocds-h6vhtk-05e4d7

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Scope

Description

In October 2023, the UK & Ireland (UK&I) successfully secured the rights to host UEFA EURO 2028. The tournament will take place in England, Scotland, Wales and the Republic of Ireland, over 31 days in June and July 2028. Matches will take place at 9 stadia and 8 cities; Birmingham, Cardiff, Dublin, Glasgow, Liverpool, London, Manchester and Newcastle.

Hosting Partners are aiming to implement a single, combined evaluation of the socioeconomic impacts and legacy benefits of UEFA EURO 2028, which can service the requirements of domestic delivery partners (The Football Association, Scottish Football Association, Football Association of Wales, Football Association of Ireland; Government of Ireland, Scottish Government, UK Government, Welsh Government), as well as host city partners, and UEFA.

UK Sport, Scottish Government and Welsh Government (the Contracting Authorities) are

conducting Pre-Market Engagement to gather market intelligence and refine the scope of a potential future procurement for UEFA EURO 2028 Tournament Evaluation Services. This Preliminary Market Engagement will take place via a supplier briefing event to be held in London on 12 January 2026.

To express an interest in attending please advise by emailing euro2028procurement@uksport.gov.uk by 5pm Wednesday 17 December. Dependent on overall numbers, places may be restricted to 2 per company.

Total value (estimated)

- £1,875,000 excluding VAT
- £2,250,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 July 2026 to 31 December 2030
- 4 years, 6 months

Main procurement category

Services

CPV classifications

- 73110000 - Research services
- 73200000 - Research and development consultancy services
- 79311100 - Survey design services

- 79311200 - Survey conduction services
- 79311300 - Survey analysis services
- 79311400 - Economic research services
- 79311410 - Economic impact assessment
- 79313000 - Performance review services
- 92600000 - Sporting services

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

17 December 2025

Engagement process description

Engagement 1

This procurement will be progressed using the Competitive Flexible procedure utilising Procurement Act 2023.

As part of plans to finalise the approach being taken to procure the services, the Contracting Authorities will be conducting preliminary market engagement via a supplier briefing event.

Engagement deadline

Wednesday 17 December 2025

Engagement process description

The Supplier Briefing is to be held on 12 January 2026. To express an interest in attending please email euro2028procurement@uksport.gov.uk by 5pm on Wednesday 17 December.

Dependent on overall numbers, places may be restricted to 2 per company. The event will be held in London with virtual options made available for those who are unable to attend in person. The event will provide prospective suppliers with details of:

- The contracting authorities
- The tournament hosting partnership and details of how evaluation of the tournament will be governed
- The expertise required to deliver the contract
- The envisaged contract scope and outputs sought

Suppliers are invited to attend the supplier briefing event and provide feedback on the procurement plan being developed either, on the day at the briefing event, or via submissions to be submitted to UK Sport from 12 - 23 January 2026.

Further details can be found:

- <https://www.uksport.gov.uk/about-us/tenders>

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<https://www.uksport.gov.uk/-/media/files/resources/tenders/euro-2028-evaluation-services---supplier-briefing---november-2025.pdf>

Supplier briefing slide deck (12th January 2026) can be found via the below link (which includes a link to the form to submit formal feedback/questions):

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<https://www.uksport.gov.uk/-/media/files/resources/tenders/euro-2028-evaluation-services-supplier-briefing-120126---for-distribution.pdf>

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Contracting authorities

THE UNITED KINGDOM SPORTS COUNCIL

- Companies House: RC000765

10 South Colonnade

LONDON

E14 4PU

United Kingdom

Email: euro2028procurement@uksport.gov.uk

Website: <https://www.uksport.gov.uk/about-us/tenders>

Region: UKI42 - Tower Hamlets

Organisation type: Public authority - central government

Scottish Government

- Public Procurement Organisation Number: PVCB-3739-TNGL

5 Atlantic Quay, 150 Broomielaw

Glasgow

G2 8LU

United Kingdom

Email: pcs-tender@gov.scot

Region: UKM82 - Glasgow City

Organisation type: Public authority - central government

Devolved regulations that apply: Scotland

Welsh Government

- Public Procurement Organisation Number: PQYQ-3841-BHTP

Government Office King Edward VII Ave

Cardiff

CF10 3NQ

United Kingdom

Email: CPSProcurementAdvice@gov.wales

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales

Contact organisation

Contact THE UNITED KINGDOM SPORTS COUNCIL for any enquiries.