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Award

Provision of Student Recruitment Intelligence and Advertising Services

UNIVERSITY OF SUSSEX(THE)

F15: Voluntary ex ante transparency notice

Notice identifier: 2025/S 000-005915

Procurement identifier (OCID): ocids-h6vhtk-04e431

Published 19 February 2025, 3:31pm

Section I: Contracting authority/entity

I.1) Name and addresses

UNIVERSITY OF SUSSEX(THE)

Sussex House

BRIGHTON

BN19RH

Contact

Michael Prior

Email

m.prior@sussex.ac.uk

Country

United Kingdom

Region code

UKJ21 - Brighton and Hove

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

www.sussex.ac.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of Student Recruitment Intelligence and Advertising Services

II.1.2) Main CPV code

- 72300000 - Data services

II.1.3) Type of contract

Services

II.1.4) Short description

The University seeks to award a contract for the provision of student recruitment intelligence and subsequent student recruitment advertising services. UCAS Media Ltd is the sole holder of the data required to enable this proven and sophisticated approach to student recruitment (pre-applicant database, UCAS application patterns and number, University admission behaviours and numbers, etc.) as they alone handle UK

undergraduate university applications.

This contract is for a 5 year period.

In line with The Public Contracts Regulations 2015 32(2)(b) competition is absent for technical reasons.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £3,750,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKJ2 - Surrey, East and West Sussex

II.2.4) Description of the procurement

The University seeks to award a contract for the provision of student recruitment intelligence and subsequent student recruitment advertising services. UCAS Media Ltd is the sole holder of the data required to enable this proven and sophisticated approach to student recruitment (pre-applicant database, UCAS application patterns and number, University admission behaviours and numbers, etc.) as they alone handle UK undergraduate university applications.

This contract is for a 5 year period.

In line with The Public Contracts Regulations 2015 32(2)(b) competition is absent for technical reasons.

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated without a prior call for competition

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

The University seeks to award a contract for the provision of student recruitment intelligence and subsequent student recruitment advertising services. UCAS Media Ltd is the sole holder of the data required to enable this proven and sophisticated approach to student recruitment (pre-applicant database, UCAS application patterns and number, University admission behaviours and numbers, etc.) as they alone handle UK undergraduate university applications.

This contract is for a 5 year period.

In line with The Public Contracts Regulations 2015 32(2)(b) competition is absent for technical reasons.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract/concession

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

19 February 2025

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

UCAS MEDIA LIMITED

Cheltenham

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

02737300

The contractor/concessionaire is an SME

No

V.2.4) Information on value of contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession: £3,750,000

Section VI. Complementary information

VI.3) Additional information

The University will commence a voluntary ten day standstill period from the dispatch date of the VEAT Notice prior to the award of any contract.

Interested parties who have grounds to object against the award of this contract must contact the University to raise such grounds prior to the expiry of the standstill period.

VI.4) Procedures for review

VI.4.1) Review body

University of Sussex

Brighton

BN1 9RH

Email

suppliers@sussex.ac.uk

Country

United Kingdom