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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](mailto: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

<http://www.sussex.ac.uk>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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**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

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## **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

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## **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

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## **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](mailto:suppliers@sussex.ac.uk)

Country

United Kingdom